

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXV.

NEW YORK, Oct. 21, 1908.

No. 4.



## Talk About



## "Merchandising Methods"

What better "merchandising methods" can you use than to advertise in magazines sold by the very dealers who also sell the goods advertised?

17,000 general store-keepers and dry-goods merchants sell the magazines of "The Butterick Trio."

The women who buy these magazines from these 17,000 dealers are their regular customers.

These dealers know the power of Butterick advertising because their own customers *take the magazines home* and come back asking for goods advertised in them.

"The Butterick Trio" magazines are the *only* magazines sold by 17,000 general store-keepers and dry-goods merchants.

Would you use effective "merchandising methods"?  
Then—advertise in "The Butterick Trio."

*W. H. Black*

Manager of Advertising  
Butterick Building  
New York City

F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago

## Ask Our Advertisers

# Men— Not Women The Buying Power

**G**IVE a plausible falsehood a ten minute start and you may spend a lifetime catching it. Eight years ago a clever advertising man propounded the theory that women were the buyers and it still passes as truth though every man knows it does not hold good in his home.

He knows that the suggestion to "try Postum" came from him; that Hand Sapolio appeared in the bath room because he asked for it; that the breakfast coffee is now made in a Universal Percolator because the advertising appealed to him; that it was the women of the family who demurred in favor of "old fashioned hair" when he suggested an Ostermoor.

To be sure it was often the wife, mother or sister who finally made the purchase but as "agent" not principal. He instigated the purchase and assumed the responsibility.

If you want to get your goods into new homes appeal to men. Women lack initiative and hate to try the unknown on their own responsibility; man has been trained to make her decisions through a hundred generations—and she to let him.

Do you question this? Then why are the *Saturday Evening Post*, *Review of Reviews*, and *Literary Digest*—all *Men's* propositions—the best paying papers, per thousand circulation, in the magazine class?

GEORGE W. HERBERT,  
Western Representative,  
1736 First Nat'l Bank Building, Chicago

## Men Are The Buyers Standard Farm Papers Reach Buying Men

Standard Farm Papers offer the only medium to reach the great 65 per cent. of people who live outside the large cities. They offer for every dollar spent the greatest responsive buying quality obtainable. Because the farmer reads for information and advice, not pastime, and reads more closely than magazine readers; secondly the Farm Paper offers more circulation per dollar.

Standard Farm Papers sell goods direct or through the dealer. The most successful lantern manufacturer sells his entire product through local dealers by Standard Farm Paper advertising. Farm Paper advertising sells the output of an underwear manufacturer through the dealer. It

### Sells Woman's Dress Goods Through the Dealer

And it is selling a hundred other products. The following papers, through their proven ability to make money for the Advertiser, have earned the title of

### Farm Papers of Known Value

The Ohio Farmer  
The Michigan Farmer  
The Breeders' Gazette  
Hoard's Dairyman  
Wallace's Farmer  
The Wisconsin Agriculturist  
The Indiana Farmer  
The Farmer, St. Paul  
Home and Farm, Louisville  
The Dakota Farmer Aberdeen  
The Oklahoma Farm Journal

They can—have—are selling goods for other manufacturers; let us show you what they could do for you. Write for booklet on what the farmer makes and how he spends it and our new quarterly, "Standard Farm Paper Advertising," devoted to getting the farmers' trade. Write now before you forget it.

WALLACE C. RICHARDSON  
Eastern Representative  
725 Temple Court, New York City

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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VOL. LXV.

NEW YORK, OCTOBER 21, 1908.

No. 4

## A SUCCESSFUL TEXTILE CAMPAIGN.

HOW "HEATHERBLOOM" CLOTH HAS BEEN MARKETING THROUGH NATIONAL ADVERTISING THAT SELLS NOT ONLY PIECE-GOODS, BUT FINISHED GARMENTS—STANDING BEHIND THE OUTPUT OF ANY MANUFACTURER WHO WANTS TO MAKE WOMEN'S GARMENTS OF THIS FABRIC—APPARENTLY A COMPLEX PROPOSITION, BUT REALLY VERY SIMPLE—NOT A DOZEN COMPLAINTS IN FIVE YEARS.

Some months ago the *Textile Manufacturers' Journal* compiled estimates of the advertising expenditures of about fifty textile mills and jobbers now using space in general mediums to reach the consumer. The aggregate foots up \$784,000, that being the estimated outlay for periodical space, apart from booklet work, follow-up, retail work, etc., which were not included. Among the concerns listed were some spending as little as \$1,000 a year in magazines. The largest expenditure was credited to A. G. Hyde & Sons, New York, \$150,000 a year being set down as the approximate sum this house is probably putting into magazines and trade journals.

Whatever the actual sum may be, there is no question but that A. G. Hyde & Sons stand high in accomplishments when it comes to textile advertising—perhaps first. During the past five years this house has made its fabrics known to consumers all over the country, and the increase in sales of one of them, Heatherbloom taffeta, is put at about 3,000 per cent. In addition to its most successful consumer campaigns the house has accomplished some remarkable

things with the retail and ready-to-wear manufacturing trades.

A. G. Hyde & Sons are textile manufacturers, selling to jobbers and to makers of women's ready-to-wear garments. A single word covers their whole varied output of fabrics. That word is *linings*. No house in this country weaves so large an output, and back of the business to-day are fifty years' experience. It is said that Hyde linings have long held a reputation for quality and durability among wholesalers and manufacturers, but until the Heatherbloom campaign began, about five years ago, there was no way by which the consumer could identify them, no trademark having been advertised to the general public.

The Heatherbloom advertising began with the perfection of a new fabric to which this name was given.

Silk taffeta is a thin glossy lining material, worn more for gowns than linings. Grandmother's one silk dress was taffeta. The fabric is synonymous with Sunday best among women, and has that rustle and sheer characteristic of grandmother's silk dress.

Heatherbloom is a taffeta, but made of cotton. The process, developed by the house of Hyde, is secret. Essentially, however, it is a fine mercerizing process. Heatherbloom has the sheen of silk taffeta, with far better wearing qualities, and retails at about one-third the price. It is in no sense an imitation of taffeta, nor of anything else, but a beautiful fabric in itself, with qualities all its own, and selling at a very comfortable price, for linings.

The first gun in the Heatherbloom campaign was a trade journal announcement stating that this new fabric was about to be intro-

duced, and that the manufacturers would make a radical departure in their methods of selling. Instead of being put out nameless among the jobbers it was to be identified by a registered trademark, advertised and sold to the consumer as



**T**HOUSANDS of mothers—those of discriminating tastes—find it most satisfactory in style, service and economy to fit their children with

**Hydegrade**  
TRADE MARK

Galathea

**Wash Suits and Dresses**

These garments reveal how well children's ready-to-wear clothing may be made. Surpassing in durability, charming in beauty of color and pattern. Wash almost indefinitely without losing their brilliant freshness.

At dealers everywhere in wide assortment of solid colors and fancy patterns.

Look for the Hydegrade on Label to garments.

Heatherbloom. Being protected by this trademark, the manufacturers could go considerable lengths in maintaining minimum prices and confining the sale to jobbers who carried out the selling conditions. For the owner of a mark registered in the Patent Office is entitled to control that mark subsequently under certain circumstances.

The jobbing trade didn't like this at all. It wanted to sell goods bearing its own marks, thus building prestige with the retailer and having a free hand in purchasing the fabrics to bear its marks. There was criticism and opposition from the jobbers, but without going very deeply into this par-

ticular part of the story it is sufficient to say that every jobbing house in the country to-day carries Heatherbloom. There may be jobbers who would gladly throw it overboard, but they carry it just the same, because they have to.

The restrictions imposed on jobbers were light in comparison with those chalked out for the manufacturing trade—or rather, light in comparison with what these last-named restrictions appeared to be when they were first laid before manufacturers. To explain these restrictions it is necessary to look broadly into general textile conditions.

For five years now the advertising world has been hammering at the textile manufacturer's door, urging him to trademark his cloth, advertise it in general periodicals, send the consumer into retail stores to ask for it by brand, and thus control his output and build up his own demand. This course was followed with Heatherbloom, but with certain amplifications.



In linings, piece-goods are steadily going out of use. The demand for linings by the yard is to-day not sufficient to keep a large manufacturer busy, according to E. S. Lucas, advertising manager



# UNPARALLELED

"From the H. B. Humphrey Co., the agency which places all his advertising, Mr. Lawson obtains a service absolutely without a parallel."—*The Commercial Union*.

## AN ENDORSEMENT OF DEEP SIGNIFICANCE

Among other things, it means that this agency has such organization, such experience and such standing with the great publishers of the world as to permit of the placing of advertising aggregating nearly \$50,000 in a single day, and with such intelligent care as to satisfy the advertiser that the money has been well spent.

Constant attention to the problems of advertising during twenty years has perfected our organization. We render preeminently satisfactory service along all lines with which a first-class advertising agency should concern itself.

Why should any advertiser hesitate to employ the service which for so many years has met the requirements of Mr. Thomas W. Lawson?

**THE H. B. HUMPHREY CO.**

A THOROUGHLY EQUIPPED  
ADVERTISING AGENCY



**44 FEDERAL STREET, BOSTON**



for A. G. Hyde & Sons. The cause of this diminishing demand is found in the steady development of women's ready-to-wear garments. As in men's wear, our manufacturers have made steady progress away from the "hand-me-downs" of the last generation, securing fit by scientific measurements, and lessening the interval between production and sale, so as to keep closer to the fashions. As in men's wear, too, their work has been furthered by the wide education of consumers through magazine and department store advertising, the public being taught to demand quality and at the same time pay for it.

With this declining market for piece-goods, it was necessary that some broader basis be found for advertising Heatherbloom and carrying it through the expanding ready-to-wear industry. So there were some restrictions for the manufacturer, and a plan of advertising that is a good deal more ingenious than simple trademark exploitation.

To manufacturers of women's ready-to-wear, the makers of Heatherbloom said:

"Here is a brand new material for skirts, petticoats, linings, etc. It is a worthy rival of silk in looks, and its superior every other other way—costs one-third as much, wears three times as long. You need it for your trade. Use it confidently—it's guaranteed. But remember that in every garment you make, using Heatherbloom, our label must be sewed beside your own. No matter if you sell to a jobber, leaving your own label out, ours must be there."

To the consumer, through advertising, the house said:

"Go to your local stores to-day and examine Heatherbloom petticoats. You will find them in leading stores in every community, in the most fashionable colors and models. Everything known in the finest silk petticoats is reproduced in Heatherbloom. The most fastidious women wear Heatherbloom at all times. Prices range from \$2 to \$8, according to workmanship and design, the Heatherbloom material being of one quality only."

The fabric was also advertised by the yard, at an average price of forty cents. But the bulk of this textile advertising has been, not of the cloth made by the mill alone, but of that cloth made up into petticoats. The house of Hyde makes no petticoats, nor any other ready-to-wear whatever. It exercises no supervision over manufacturers of ready-to-wear in points of style, fit, or sewing. Any manufacturer who buys the cloth, makes up garments, sews in the Heatherbloom label and throws them onto the market anywhere can benefit by the Heatherbloom advertising. Moreover, he is backed by the Heatherbloom guarantee to consumers. For if a garment is unsatisfactory to the purchaser she may complain to A. G. Hyde & Sons, not only of the fabric, but of the garment. The house stands behind both.

"Does that lead to considerable complication?" was asked.

"Not at all," replied Mr. Lucas, the advertising man. "In five years we have received hardly a dozen complaints."

"But what if Heatherbloom were made up by some slopshop manufacturer of petticoats, and brought into discredit—would you interfere?"

"We should protect our interests, of course. But the situation, while seemingly complex, takes care of itself automatically. Heatherbloom is distinctly a high-class fabric. It is not used in cheap garments. The sort of manufacturer who buys Heatherbloom, putting his good money into this fine material, is certain to be the sort who turns out garments that are creditable in every respect."

"Did manufacturers of ready-to-wear object to sewing in your label, Mr. Lucas?"

"The chief objections came from the jobbing trade. Manufacturers of women's garments, as well as retail merchants who handle them and sell piece goods, are too keenly alert to every new style, fabric and accessory to be blind to the merits of a novelty like Heatherbloom. Practically, the goods had only to be shown. They were

An advertising writer of National reputation voluntarily seeks a "change of scene" and also to increase his income at least 25 per cent.

He places now over \$300,000 annually in newspapers. He is worth \$12,000 a year to any large business, and \$12,000 would bring him to you, provisionally, now.

Do you want all the time of the best advertising writer in the country at that price? Do you want part of his time?

I believe him to be the best, and act confidentially for him. For interview, address "A 1," Printers' Ink.

quickly taken up. At the outset, naturally, there was some hesitation about sewing in our label, for the manufacturer, having turned out a fine garment, believed that he ought to have the whole credit. In a very few months, however, the entire trade saw that we were not only selling them a fine novelty, but also creating an outlet for their products. They saw that our label in a garment, instead of minimizing their prestige, was adding to the confidence of the purchaser. To-day the trade recognizes that two labels are better than one. Indeed, just the other day when a petticoat manufacturer failed to get Heatherbloom labels to sew into his garments, through some technicality, he threatened to sue us for a supply. That tells the whole story, I think."

Heatherbloom is to-day so firm a fixture in the trade that the word is being used as a noun pure and simple. Dealers and manufacturers will describe a garment as made of linen, cotton, heatherbloom, silk, etc. In most of the mail order catalogues issued by large stores there will be found pages in color, showing Heatherbloom garments.

After this fabric had achieved its success the house then took up another registered mark, "Hydegrade," and pushed it in much the same way. This is a mark covering no particular fabric, but the whole line of Hyde linings, which ranges from Heatherbloom at forty cents a yard to percalines at fifteen cents. Under the mark "Hydegrade" the house is pushing a line of fabrics so complete that many stores carry no other in their lining departments. The use of these lining materials for fancy work has also been stimulated, and lately the "Heatherbloom" idea has been extended to children's wash suits, made of Galatea, a Hydegrade fabric, numerous manufacturers taking up their production under the spur of magazine advertising that directs mothers to look in the stores for suits bearing the Galatea Hydegrade label.

Mr. Lucas exhibited several

books full of supplementary advertising literature, stating that the house operates its own printing department, and furnishes manufacturers with many accessories for advertising Hydegrade garments. A petticoat manufacturer making up a line of Heatherbloom garments, for example, can have booklets, street car cards, postcards, etc., sent to the retailers who sell his product, the house sometimes printing individual lots with names and addresses of as many as 250 separate stores supplied by one manufacturer.

Another interesting exhibit was the collection of trade journal announcements, with mail accessories, used in laying the Heatherbloom and Hydegrade ideas before manufacturers and retailers. It was clear that a great deal of the success has been due to this close, aggressive work upon the trade.

"We furnish ideas to the trade," explained the advertising manager. "For example, this winter Heatherbloom and Hydegrade garments might be advertised to the public as holiday gifts. Months before the magazine and street car advertising begins the manufacturing trade will be enlisted, and then the retail merchant, so that when the consumer reads a magazine announcement in November the garments are to be seen in her local stores, no matter where she lives. This result is effected by careful attention to the details of the whole campaign, and much of it is due to the general alertness of manufacturers and dealers in women's ready-to-wear. If you have followed the developments in this field the past five years it will not be necessary to tell you how its product has been perfected."

When asked about advertising cost, Mr. Lucas said that it had not been thought of. The Heatherbloom campaign originated with Mr. Hyde, who laid out the various details of policy in advance, and went ahead in absolute certainty as to the outcome, discounting all the opposition likely to arise, and even setting a certain number of months in which to overcome whatever prejudice of

# A Vote by the People Who Know!

## The Issue

The Philadelphia Real Estate Brokers' Association and the Philadelphia Operative Builders' Association recently investigated what newspapers were read by the GREAT MAJORITY who build, buy, and rent houses.

## The Decision

The daily PUBLIC LEDGER was the choice

by an overwhelming vote and was made the OFFICIAL medium.

## The Judges

The voters in this division are experts who have the BEST MEANS of knowing what

newspaper brings the best advertising results.

## The Endorsement

Their decision is endorsed by the Philadelphia Community at large, because in the first

nine months of 1908 the daily PUBLIC LEDGER LED ALL NEWSPAPERS, morning and evening, in "want" advertising, counting EVERY "want" advertisement of every manner, shape or form (all rates uniform, all advertisements paid for, no special issues counted), as follows:

**PUBLIC LEDGER**  
**1,260,821**  
LINES

**Inquirer**  
**1,185,054**  
LINES

**Record**  
**685,563**  
LINES

**Press**  
**563,183**  
LINES

**North American**  
**571,153**  
LINES

**Bulletin**  
**740,798**  
LINES

**Telegraph**  
**263,415**  
LINES

manufacturers, jobbers, etc., might grow out of misunderstanding of the whole plan. Measured by expenditure each year thus far, the cost might be considered high. But spread over a period of twenty-five years, or even fifty, it would appear nominal. The campaign has been laid out with a broad insight into the future. It might have cost more but for the fine organization that was ready to back it from the first day—the selling machinery that was already handling the Hyde output.

The price of Heatherbloom is likely to be a point of considerable interest to men who have investigated textile advertising problems.

Ever since the agitation for trademarked textiles began, five or six years ago, textile manufacturers, while admitting that advertising is needed in their industry, have asked who is to pay for it on staple goods with margins of profit figured in fractions of a cent.

"Why, just add a few cents to the price of your goods," some advertising advisors have suggested, blithely, "the consumer is always ready to pay for quality."

Textile men have by no means been convinced, however. Advertising would undoubtedly sell a staple fabric, trademarked and advanced under persuasive quality arguments, at a higher price the first or second time. But competition is bitter in such staples. The products of a non-advertising mill, put side by side at the normal price, would perhaps be chosen by nine women in ten where subsequent purchases were made. Women are not to be fooled very many times on fabrics or clothes, despite the fact that it is possible to mislead them once or twice.

Some years ago a New York concern advertised in the magazines a branded line of children's stockings. Prize schemes were utilized to introduce the goods. It is said that the latter, sold at twenty-five cents, were really worth only about twelve. The concern advertising the goods did not manufacture them, merely acting as middleman. Its intention seems to have been to build a per-

manent business. For two or three seasons the sales were large, and advertising increased, and was rather widely commented on as successful textile publicity. Then, suddenly, when still larger space had been taken, the sales dropped off to nothing. It was as though, over night, every mother in the country had discovered that values were false. The concern went out of business.

Instances of this character come to mind when anybody proposes to textile men that the cost of advertising be added to the product. Textile manufacturers know that what goes up must eventually come down, and they take care to stand from under.

Now, the price of Heatherbloom is admittedly a little higher to-day than it might be if sold unbranded, and in competition with similar fabrics. There seems to be no inflation of prices, however. Shortly after the advertising campaign began there was a general advance in all cotton cloths, owing to increased cost of raw materials. Heatherbloom advanced with the rest. When cottons fell again, the price was not appreciably lowered. There may be a feeling in the ready-to-wear trade that the price ought to be lower. But that is a feeling this trade is susceptible of having in regard to all materials. No passable imitation of Heatherbloom has been developed, its makers say. As a popular textile novelty it stands alone. Consumers find it good value. Retailers and manufacturers find that it sells quickly, through the demand created by advertising, and that price is not a factor in their problems. They are interested chiefly in handling what sells. Therefore, Heatherbloom is evidently on a solid foundation, and its vogue seems to demonstrate that, while advertising cost cannot be paid out of a false margin of profit added for that specific purpose, yet a desirable novelty, properly exploited and set before the public on merit, can command a slightly better price than might be secured through unbranded distribution through the trade.

JAS. H. COLLINS.

\$10,000 FOR TWELVE ADS.

A New York bond house advertised once upon a time and then quit. It didn't pay—the only way to sell bonds is to put out high-priced bond salesmen—that seemed to be the logical conclusion to the head of the house. Recently a solicitor who has still an idea or two left in his think-tank went down to see the bond house and got the president's ear.

"How much business do you do a year?" he asked.

"Oh, about five millions," was the answer.

"Is there any reason why you couldn't handle twelve millions a year?"

The president didn't know of any reason except the primary one of getting the customers.

"Very good," said the solicitor, "I know where there are 7,000 people each with \$1,000 to invest in some good dividend paying security this coming year. Now if you can convince those 7,000 people that you are *honest*, you can get them for customers. That is the only thing necessary,—to convince these people that you are plain, every-day *honest*."

The bond man's honesty had never been questioned and he was inclined to resent the necessity for such argument. But he was getting interested. "How do you propose going about to prove my honesty?"

That was exactly the opening the solicitor was looking for. Said he: "I am not the man to do it. But somewhere in the United States is a man who *can* do it. I don't know just who he is, but if you want me to, I will make it my business to find that man. But I warn you that his services will come high. He will probably charge as much as \$10,000 to write a series of twelve ads. But if those ads are so framed that they will convince readers beyond peradventure or doubt that you are honest, they will be worth all that they cost you."

The bond man was now more than a little interested and he told the solicitor to go ahead and produce the wizard in words. Two

months have passed and the solicitor hasn't yet found exactly the man who can measure up to the opportunity. But he now has his eye on some one who, he thinks, may fill the bill. If the man is found, if the bond house again takes up advertising and the seven millions of new business are secured, PRINTERS' INK will give its readers the whole story, names included. The solicitor could not be persuaded to allow his name to appear in this advance story, but he makes a mistake. Any solicitor who could frame up such an ingenious method of getting under the vest of a hopeless prospect deserves to have his name printed in caps.

## Facts for Advertisers

The Chicago Record-Herald has added still another month to its record of advertising gains

*Display Advertising  
Gained 18%  
in August, 1908*

over August, 1907, and the charges for classified advertising increased five and four-tenths per cent. A notable showing for the dog days

*The Chicago  
Record-Herald*

## Lincoln Freie Presse

Lincoln, Neb.

Actual Average  
Circulation 149,281

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.



## Kicks and Halfpence

"As one goes from John O'Groats to Land's End one gets more kicks than half-pence."—Old Saying.

By Earnest Elmo Calkins

Do you mean to say that you are not clear on the subject of circulation?

Circulation is the number of copies printed and circulated.

A copy is circulated if somebody reads it. It is not essential that that somebody should have paid for it, although it is better.

Circulation is a tangible quantity which any publisher of a publication can ascertain if he wishes, and may make public, also if he wishes.

The popular idea that circulation is something personal to the publisher of a magazine and not to be discussed in public any more than he would discuss in public the state of his soul, or how frequently he thinks it necessary to put on a clean shirt, is illogical when applied to other lines of business.

Circulation is one of the things that the publisher sells to the advertiser. Circulation without any particular character is not very good circulation, but it is still circulation, and circulation, especially of a magazine of character, is vital and important to the man who pays for it.

\* \* \*

A soap manufacturer and a jobber in toilet articles might be supposed to have the following correspondence:

(From the jobber to the manufacturer.)

Dear Sir: I feel that I can use a large quantity of your Jersey Bouquet Toilet Soap and, therefore, write to ask at what price you can furnish it to me.

Yours very truly,

A. JOBBER.

(From the manufacturer to the jobber.)

Dear Sir: Yours of recent date received. I shall be glad to send you a carload of my Jersey Bouquet Toilet Soap for two thousand dollars.

Hoping to receive your valued order, I am,

Yours very truly,

A. MANUFACTURER.

(From the jobber to the manufacturer.)

Dear Sir: Answering yours of recent date. I wish to say that the price you quoted on Jersey Bouquet Soap would be more satisfactory if I knew the quantity that composes a carload.

Yours very truly,

A. JOBBER.

(From the manufacturer to the jobber.)

Dear Sir: I am much surprised at your recent letter. The number of cakes of soap which I put in a carload is a matter that has no bearing upon the subject between us. As a matter of fact, I do not know exactly how many cakes of soap I can get in a carload, but you know how large a car is, and you know that my soap is of the very best quality, and you can easily imagine that it would take a great many cakes to fill a car.

I think that two thousand dollars is a very low price for a carload of my soap, especially considering the high quality and the long standing it has had.

I always decline to tell the quantity of soap that I put into a shipment, because I find that some of my competitors always insist that their shipments of soap are larger than mine, so that by refraining from giving the exact quantity it is impossible for them to make any comparisons which might reflect on the size of my business.

I might add, however, that I have shipped carloads of soap that contained as many as two hundred thousand cakes. I remember one big carload that we shipped last year that contained more than that, but this was an especially large car. I think our carloads average about two hundred thousand cakes, but if you have any doubt about it, you might come out to our factory and watch our soap machines make soap. You will see that one of our soap machines turns out a complete cake of soap every other second, and we have eight such machines.

Hoping this will be satisfactory, and we may receive your valued order, I am,

Yours very truly,

A. MANUFACTURER.

Did the jobber buy the soap?

No.

But the manufacturer buys the advertising on equally unsatisfactory and vague claims.

Does the publisher who states an accurate and reasonable circulation from month to month suffer by comparison with the publisher who states in round num-

## TWO YEARS OF GROWTH

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 THE  


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 WASHINGTON HERALD

Supreme in the Morning Field at  
the National Capital

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With its first issue, October 8, 1906, The Washington Herald established its supremacy in the morning newspaper field at the National Capital. It has maintained that supremacy, has strengthened it, day by day, week by week, and month by month. Circulation, and the good will of the community in which it circulates, are essential requisites to the success of any newspaper. The Washington Herald has both. It has had them from the start. Its supremacy, at the end of two years, is more complete than ever before. **This is not a mere assertion—it is a fact.**

The Washington Herald to-day has a bona fide circulation approximating 28,000 daily. To be exact, the present average circulation—the number of papers daily going to subscribers and readers in Washington and vicinity—is 27,842 copies, and this number is growing steadily. Every day shows a gain, a substantial gain. This circulation is fully 8,000 more daily than that of the Washington Post, The Washington Herald's only morning contemporary. In point of local readers it is at least 10,000 more. **These are not mere assertions—they are facts.**

The Washington Herald is the Washington morning newspaper that Washington people read. It is the Washington morning newspaper that gives the Washington advertisers results. The leading houses of Washington will affirm this statement, because they know. **This is not a mere assertion—it is a fact.**

The Washington Herald has hewed to the line laid out two years ago.

Entering upon its third year, The Washington Herald is prepared to eclipse its splendid achievements of the two years just closed. It is better equipped, it has gone through the processes of adjustment common to new enterprises, its growing circulation is on a sound and immovable basis, its facilities for getting and printing the news have been strengthened, it is spending more money to make a live paper, and is in position to serve its advertising patrons as they were never served before in the morning field at the Capital. Its circulation of 27,842 now means that it will pass the 30,000 mark before the year is out, and that it will be closely approaching the 40,000 mark by the time its next anniversary rolls around.

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 THE WASHINGTON HERALD

WASHINGTON, D. C.

SMITH-WILBERDING SPECIAL AGENCY

Tribune Building, New York

bers the circulation which applies to every month in the year?

Every publisher knows that his circulation fluctuates, and every advertiser knows that the publisher knows this.

When a publisher says, "My circulation is one hundred thousand a month," what does the advertiser think? I don't know what he thinks, but I do believe that he hopes there are two hundred thousand cakes of soap in a carload. He knows one thing, and that is that the bill for space from the publisher never fluctuates.

\* \* \*

There are those who will tell you that this question of circulation can never be settled, that nobody knows what circulation is.

Some publishers claim as circulation all copies they print, and argue that no publisher is so foolish as to print more copies than he needs. Others say that circulation is only copies that are paid for by subscribers or bought on the news-stand; that copies sent free to advertisers and advertising agents are distributed as sample copies and are not circulation.

Whether this is true or not, it would seem to me that a comparison of actual copies paid for by subscribers or readers with the number of copies actually subscribed and paid for of another publication would be a fair basis of comparison. It seems only necessary to establish common ground.

The late George P. Rowell shrewdly surmised that the only reason a publisher had for not giving the exact circulation was because the popular impression was that the circulation was larger than it really was.

There is one advertiser—there may be others, but I know but

one—who insists upon doing business with magazines as follows:

The magazine's rate is based on a certain circulation—that is, a certain price per thousand. This advertiser says, "All right. If you have that circulation, then your rate is fair. If it falls below that you rebate me pro rata. If it goes above that, I pay you for the additional circulation." I have heard, but I do not know how true it is, that this advertiser has never had to pay more than the card rate, except to one publication.

This solution of the matter is not necessarily the right one. It is a good deal easier to point out the defects of present methods than it is to suggest a solution. The striking thing about the situation is the apparent inconsistency of selling one commodity—namely, circulation—like a pig in a poke, while ordinary commercial custom insists on a rigid count. The same manufacturer who sells his goods by dozens, or gross, or pounds, or whatever unit of measurement is customary, will buy circulation entirely by quality.

Quality is a good thing, and it is as necessary to circulation as it is to other commodities, but given the quality, the question is then, "How much of that quality do I get for my money?"

Mr. Weber once remarked to Mr. Fields in the hearing of about twelve hundred people who had paid speculators' prices for their seats, that he had bought a Whiteley Exerciser, but that he didn't seem to get any thinner. Mr. Fields suggested that possibly he did not use it enough. "Vy!" said Mr. Weber, "do you have to use it?"

Some magazines seem to get business on the strength of their quality without giving that quality in circulation, and when they do not get business on that basis, they are much hurt. They do not seem to understand that they must not only have quality, but that they must use it, distribute it, circulate it.

The quality of a magazine is not something inherent to the magazine. It is its relation to people

### **Capable Stenographer**

With sufficient experience in advertising business not to know it all, but educated and efficient, wishes position where interior furnishing of brains is preferred to exterior adornment of a "Fluffy Ruffles" Compensation: A living and savings bank wage. Address "X," Printers' Ink.

who read it. Its influence is its standing with its subscribers, and the more subscribers it has the more standing it has, and the more valuable it is to the advertiser.

There are no cases in which a magazine of one hundred thousand circulation can be just as good for the advertiser as a magazine of two hundred thousand circulation at the same price, unless the smaller magazine reaches a class of people more especially useful to that particular advertiser than the other magazine does.

The subscribers to most magazines in this country are just as good as the subscribers to most other magazines, and therefore what the advertiser wishes to know is, "How much have you got?"

### BE THE FIRST IN THE FIELD.

A Western correspondence school has on its letter-head something of this import: "The reason why most men do not accomplish more is because they do not attempt more." With equal propriety it may also be said that a great many men do not accomplish more because they do not attempt it soon enough. The truth of this is well illustrated in the conversation given below, which the writer had with a young man who is a hustler in every way. That the man has, as the saying goes, "something salted away," indicates the soundness of his ideas.

"I introduced the talking machines here," he said. "I had only a small shop, then, and the salesman came to me only after he had failed to interest all the big fellows. Of course, he didn't tell me that, but I know it. That is the way they all do. I took the agency, and it was a good thing for me that I did."

"You know, in those days, you got cash for the machines. Everybody paid right down and the profit was fine. There was no dollar-a-week business and mean collections. I made money then."

"The first few were hard to sell. People were a bit inclined to look askance at the invention. But

after they had heard a few records, things began to brighten. Sales came with cheerful regularity, and then I began to advertise."

"The space was not large, nor was the copy particularly good. It paid, though, and that was the principal thing."

"It was the same with the bicycles. I introduced the original 'safeties' here. I pushed them in the papers, road races and all that sort of thing. That was fine business, and I hope to see it come around again. Being the first in the field paid me well. I believe it is a great help. It gives a reputation that is worth much in every way."

"Take the motor cycles. I was the first man to take those up, too. The business has been nothing alarming as yet, but when it does pick up I will surely come in for a good, fair share."

Many an advertiser can profit from his reading of the foregoing. It is worth much to be a leader. There is no question about it. It gives a store an opportunity to talk up something on which there is, usually, a better profit than there will be later. When the goods are introduced by a jobber, it gives the store a standing for progressiveness with him—and that means good credit.

Measured in dollars and cents, so far as the actual direct, individual transaction was concerned, the experience of the dealer, whose story has just been related, is of interest:

"As I said, I got spot cash for the machines at first, and there were no extras. Then, when competition began to come, I had to give a few records with each machine just to keep up with the procession. Then, a few more, until, finally, we were all giving a dozen. After that, came the dollar-a-week business. I gave it up, then. I detest the dollar-a-week installment business and want nothing to do with it."

It was always thus. Where competition is bound to come, as in the case of the talking machines, it behooves a dealer to be the first in the field.

FRED G. KAESSMANN.

## THE GOOD OLD-FASHIONED WORD "INSTALLMENTS."

Thousands upon thousands of retail concerns in this country sell merchandise on the installment plan—furniture, stoves, pianos, phonographs, diamonds, carpets, clocks, rugs, books. But there is hardly a firm in the country that would care to admit it.

"Installments" is a good old-fashioned word. Not exactly Anglo-Saxon, to be sure, yet clear, and conveying to any mind a definite idea. The plain people who buy on installments use this term, and it stands for a system of merchandising that everybody understands.

Yet "installments" has fallen into disrepute. In the mercantile and advertising sense something has happened to it. Perhaps it never did possess any perceptible *sway veev* or *bong tung*. But whatever it ever did have has been lost, and the American retail copy man to-day grows as bashful, self-conscious and evasive in the presence of the word "installments" as a Britisher suddenly driven into a conversational corner where it becomes necessary to speak of men's trousers.

In such an emergency the Briton says "Er—unmentionables."

And the American retail trade is using various forms of "unmentionables" as synonyms for "installments." Some say "deferred payments." Some cloak the whole idea under an elaborate offer to store merchandise on a small cash deposit until it is wanted. Others enthusiastically speak of their "unique plan" for selling things to people who haven't the full retail price, and invite readers in to hear about it. One of the newest devices is the "Household club," which throws a glamour around the easy payment method.

The general feeling seems to be that a suggestion of "buying on installments" is vulgar; that the subject must be broached delicately; that everybody is supposed to have money to pay cash, but that some persons buy on easy payments occasionally as a diversion, and that the retailer is prepared

to humor such in their whimsies. Much adroitness is employed in avoiding the baleful word "installments," and much impressive explanatory language poured out to make it perfectly clear that Our Deferred Payment System, Our Household Purchase Club are dignified.

Even the cheapest installment stores have banished the word. You see furniture ads in which the picture of a \$2.98 rocker shows every high-light in the varnish, and the text fairly shrieks "A Dollar Down—We Trust Everybody." But is even this "installment" business? Not on your life—deferred payments!

Every retailer wants the installment idea, and nobody wants to say "installments." But why this beating about the bush? Why invent strange terms and weaken the installment plan of doing business, which is valuable? Why lose all the emphasis?

There is a simple and perfectly objectionable word—*Credit*. Instead of talking straight through an ad as though the reader had plenty of cash, and then taking him into a corner at the bottom to ask if he's broke, why not talk credit frankly? Merely to speak of credit puts the reader in the prosperous class. The more prosperous he is, the more likely to purchase that way, and the more willing to have his status looked into.

Credit is always creditable. Talk credit.

## OF PRACTICAL VALUE TO ADVERTISING MEN.

CHICAGO, Oct. 7, 1908.

Editor of PRINTERS' INK:

Enclosed please find check for \$2 for which send me PRINTERS' INK for the coming year. Let me compliment you upon the great improvement in the journal. It is extremely interesting throughout and of practical value to men engaged in any way in the profession of advertising. For a small publication its dynamic power may be said to be remarkable.

GEO. B. ARMSTRONG.

E. H. Kimball, formerly New England manager of the Butterick Trio, is now representing McCall's in this territory.

**Largest One Cent Daily in New England**

(8 columns to the page, 12 to 20 pages)

# THE EVENING TIMES

PAWTUCKET, R. I.

**A Distinct Proposition in Rhode Island**

## Why?

**Because** it is the one paper for two cities; Pawtucket and Central Falls, with a combined population of 65,000.

**Because** it is the only daily published between Providence and Woonsocket, a densely populated and highly developed industrial section containing nearly 90,000 people.

**Because** it is strong in many adjacent Massachusetts towns, principally the Attleboros for which section a special edition is issued.

**Because** the TIMES' field is not and cannot be covered by any other paper or combination of papers. In its field the TIMES is supreme.

**Because** the TIMES is a large, clean, wholesome, home paper, holding its position strictly through its newspaper merit.

**As a result of these facts, the TIMES today is one of the established leaders in advertising patronage in Rhode Island.**

**Circulation**  
**18,000 Guaranteed**



## CONNIE TELLS BEST STORY.

WINS THE PRIZE OFFERED BY PRESIDENT BRILL OF THE SPHINX CLUB AT THE OCTOBER DINNER—ST. ELMO MASSENGALE SPEAKS OF THE NEW SOUTH AS A FIELD FOR ADVERTISING.

President S. G. Brill's offer of a silver-headed cane to the member of the Sphinx Club who would tell the best story at the October dinner held last week at the Waldorf-Astoria brought out a strong representation of yarn spinners.

It was quite evident as the evening wore on and each speaker did his best to out-do those who had preceded him that a great overhauling of scrap books and an unwonted amount of reading of the comic weeklies and joke books had been done by its contestants.

When the smoke of battle had cleared away P. A. Conne, of Saks & Co., was declared to be the victor. His prize-winning story was as follows:

Cohen and Abraham, two clothing dealers on the East Side, were bitter rivals. Whenever Cohen advertised a suit of clothes at \$8, Abraham promptly cut the price to \$7. If Cohen offered suspenders at twenty-five cents a pair, Abraham sold them for fifteen.

Cohen finally became so exasperated over the increasing loss of profits resulting from Abraham's tactics that he devoted the most of his waking hours to the devising of schemes to get even with his rival.

One night Moses, the Hebrew prophet, appeared to him in a dream and said:

"Cohen, you are a good citizen and run a good clothing store. You are charitable and attend the services at the synagogue regularly. Now, as a reward, I am going to give you anything for which you may ask, but I warn you that whatever it is I shall be obliged to give double to Abraham, because he is more charitable than you, and besides he supports his old father and mother."

Cohen was trying to figure out

what he could ask for and not confer a double benefit on Abraham when he awoke. He told his dream to his wife, who, after wrinkling her brows in deep thought, exclaimed:

"I haf an idea. Vy didn't you ask der profit to make you blind in von eye, and so get even mit Abraham?"

"The New South as a Field for Advertising Development" was the subject of a valuable address delivered by St. Elmo Massengale, of Atlanta, Ga., one of the best-known advertising men in the South.

The speaker, in the few minutes at his disposal, succeeded in giving his hearers a better idea of the magnificent resources and possibilities of the territory south of Mason and Dixon's line than they had had before.

The twelve states of which it is comprised, Mr. Massengale stated, have an area of 764,000 square miles, approximately 21 per cent. of the area of the United States, and a population of twenty-seven million people.

The wealth of this section has been increasing during the past decade at the rate of \$7,300,000 every twenty-four hours, while the increase of the wealth of the rest of the country has only been at the rate of \$12,500,000.

The South produces two-thirds of the world's supply of cotton, and if at any time the world should need forty to fifty million bales instead of the eleven to thirteen it now produces, the South could furnish it without difficulty.

In closing Mr. Massengale said: "These people, these Southerners, are getting rich in their splendid surroundings and with their magnificent resources. Some day in the not distant future the South will be the richest area and the richest people in the country, and that means in the world. They are liberal buyers, they live well, they dress well, they ride in automobiles, they are the most cosmopolitan people in the world; they spend their vacations in the Northern resorts and in Europe; some of them know more about

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New York, its shopping districts, its theaters, its attractions, its fashions, than you who live here, and as the years go by they will buy more lavishly. Who is to have this excess of trade that is not satisfied or supplied in our home market?

"It is going to be the men who reach them through the advertising columns of the press and periodicals and other mediums that cover the South."

At the close of the dinner, on motion of William Loruenser, the members arose and stood for a few minutes in silence as a mark of respect to the memory of George P. Rowell and George H. Daniels, former officers of the club, who had passed away since the last meeting was held.

Alvah W. Knapp, for several years the eastern advertising representative of the *Bookkeeper* and the *Business Man's Magazine*, of Detroit, with headquarters in New York, has been made general manager of both publications.

Percy P. Vyle, known to the readers of PRINTERS' INK and other advertising journals as an interesting writer on advertising subjects, is now connected with the Emerson Advertising Agency, Jacksonville, Florida, as director of the copy department.

E. Holden Spear, of the New York *World*, has returned from a several months' trip abroad.

The Homer W. Hedge Company, of New York, will, the latter part of this month, take possession of its new offices in the Acker, Merrill & Condit Co.'s building, 5th Ave. and 35th St.

Advertising men who want light on the subject of engravings will find William Henry Baker's new "Dictionary of Engraving" exceedingly helpful. The information it contains is presented in clear and forceful language and the accompanying illustrations still further help to make luminous the subject matter.

## Get On Board!



S. C. JOHNSON & SON,  
Manufacturers of  
Artistic Wood Finishes.

Racine, Wis., U.S.A.  
Sept. 11th, 1908.

*Technical World Magazine*,  
Chicago, Ill.

Gentlemen: As you know we have been using page space in the *Technical World* for nearly a year and that itself should show you that we are pleased with the results obtained from our announcements in your publication. We consider *Technical World* one of the best magazines on our list. We find the inquiries from it of very good character.

Yours truly,  
S. C. JOHNSON & SON,  
Per H. F. Johnson.

Other advertisers using full pages in the November issue of the

## Technical World Magazine

are

Postum Cereal Co.	L. E. Waterman & Co.
Amer. Safety Razor Co.	Victor Talking Mche Co.
Cassell & Company.	Gillette Sales Co.
Irwin Auger Bit Co.	Gem Cutlery Co.
Oliver Typewriter Co.	Chicago House Wrecking Co.
Pecos Valley Land & Irrig. Co.	West. Newspaper Assn.
Simmons Hardware Co.	E. P. Dutton & Co.
Booklover's Society.	D. B. Clarkson Co.
Amer. Sch. of Correspondence.	Engineer's Equipment Co.
Laughlin Mfg. Co.	Progress Co.
Int'l Corres. School.	Prudential Ins. Co.
Baird-North Co.	Youth's Companion.

Pretty good company to be found in! You can't afford to stay out. Give me a chance to talk it over with you.

H. W. WALKER,  
Advertising Manager,  
Chicago, Ill.

E. E. PHILLIPS,  
Eastern Advertising Manager,  
1 Madison Ave., New York City.

## ADVERTISING IN MEXICO.

A COUNTRY WITHOUT A SINGLE GENERAL AGENCY SUCH AS WE HAVE IN THE UNITED STATES—SPACE IN PRINCIPAL MEDIUMS SOLD TO A SINGLE FIRM THAT PEDDLES IT OUT THROUGH A FORCE OF SOLICITORS.

B. C. Leeming, advertising agent of the Mexican Central Railroad, the most important of Mexican lines, is in New York superintending the production of an illustrated magazine which the company is shortly to publish for the purpose of bringing to the attention of the people of the United States the physical and other attractions of the Southern republic.

Before going to Mexico Mr. Leeming had been engaged in agency work in England, in Toronto, Chicago and Louisville.

During the two years he has been in charge of the advertising of the Mexican Central he has built up a very efficient advertising organization which engages the services of fifteen people.

The advertisements of the railroad are now appearing in nearly every important newspaper in the republic. The copy is strong but simple and has been instrumental in greatly increasing the company's revenues.

In talking with a representative of *PRINTERS' INK* about the advertising situation in Mexico Mr. Leeming said:

"We have in our republic no advertising agencies such as you have in the United States. Each periodical either employs its own staff of solicitors to get business or sells its space to a special agency. The advertiser is expected to prepare his own copy without the assistance of the publishers or special agents.

All the space in *El Imparcial*, which has the largest circulation of any newspaper in Mexico, *El Heraldo*, and *El Mundo Ilustrado*, a monthly, is rented to B. and G. Goetschel who also control the advertising of several other important publications.

"All of the newspapers are well patronized by the local merchants,

but they carry little foreign advertising.

"Street car publicity in the City of Mexico is quite popular, all of the large general advertisers and many of the more prominent retailers carrying cards. The latter are crude in appearance, the printing being poor and the illustrations badly drawn. Other popular mediums employed are theater curtains and billboards.

"Mexico's largest advertiser is the Buen Tono Company, manufacturers of cigarettes, whose announcements appear in nearly every publication in the republic. The space used, generally three columns wide and eight inches deep, is filled with comic cuts and parodies on passing events.

"That the brewers are up to date in their advertisements is shown by the text put out by the Montezuma Brewery, of Orizaba, which calls attention to 'the beer that made Milwaukee jealous.' Instead of concentrating its efforts on the exploitation of one brand of bottled beer, the Mexican brewer scatters it on several. Nearly every month a new brand is placed on the market.

"American typewriters are well represented in the Mexican newspapers. The Oliver leads in popularity, with the Remington, Densmore and Monarch close behind. Peruna, the Dr. Ayer remedies, Lydia Pinkham, and Beecham's Pills share with a number of French remedies the pages of interior weeklies. Scott's Emulsion is advertised by painted wall signs and also in the weeklies.

"The general advertisers of the United States who are trying to build up business in the republic through advertising ought to be particular in the choice of a translator. Some of them are not, the result being that their announcements contain the most ridiculous mistakes imaginable.

"American advertisers should have their copy prepared by some one who is familiar with the Mexican people and the line of arguments that specially appeal to them. There is plenty of business to be had by your exporters if they go after it in the right way."

# NATIONAL FOOD MAGAZINE

(WHAT TO EAT)

Edited by PAUL PIERCE was awarded Highest  
Honors, Grand Prize and Gold Medal by  
the International Jury of Awards,  
World's Fair, St. Louis

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This magazine can  
be of more service  
in promoting the  
sales of a whole-  
some, unadulter-  
ated food product  
than any other  
one publication  
printed in the  
United States

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THE PIERCE PUBLISHING CO.

Herald Building  
Chicago, Ill.

Tribune Building  
New York

## Business Going Out

Omega Oil copy is appearing in a general list of daily newspapers until next May, the business being placed by Wineburgh & Co., New York.

Foster Debevoise, New York, is making up the list of newspapers to be used for the advertising of The Royal Mail Steam Packet Company.

Bass's Ale copy, 35 lines, 13 insertions, is going to a special list of newspapers from C. Ironmonger, New York.

The *Outing Press*, Deposit, N. Y., is asking for rate cards and sample copies of newspapers.

The H. H. Munyon Remedy Co., Philadelphia, is asking for rates from newspapers, direct.

E. L. King, New York, is seeking rates from newspapers on 1 inch, 78 insertions, copy to run every day except Sunday.

Gillette Safety Razor copy started in newspapers October 16th. Ninety-nine-line, double-column copy is being used, 3 insertions a week. Arnold & Dyer, Philadelphia, place the business.

The Amsterdam Agency, New York, is asking rates from newspapers on some railroad business.

The Simplex Lamp Co., Brooklyn, New York, is seeking rates from newspapers direct.

A general list of newspapers in the Middle West and Pacific Coast cities is being made up by the Ireland Agency, Philadelphia, for Fels Naptha Soap advertising.

The Lesan Agency, New York, will shortly make up a new list of newspapers for New York Central Railroad advertising.

Three hundred and seventy-five-line copy is being placed with newspapers by Albert Frank & Company, New York, to advertise the Southern Pacific Bonds.

The Philadelphia Advertising Bureau, Philadelphia, is asking rates from newspapers on 100 lines and 330 lines, 1 insertion each, on some financial advertising.

One-thousand-inch contracts are going to newspapers from the Morse Agency, Detroit, for Herpicide advertising.

Five-thousand-line contracts are being made with a list of newspapers for the advertising of "Hunter" whiskey, by the Sandlass Agency, Baltimore.

The Christian Natural Food Co., New York, is asking rates from magazines direct.

Moss & Co., German-American Bldg., Philadelphia, are placing the account of the Cochrane Publishing Co., of New York City. Religious, monthly, and high-grade weeklies are being used, also inch display in large Sunday papers.

The magazine list for Nestle's Food advertising will be made up about November 1st.

Seventy-two-line copy will go to weeklies and magazines during November and December from the Eastern Advertisers' Agency, New York, to advertise the Cornish piano.

The Minute Tapioca Co., Orange, Mass., will send copy to magazines and women's publications January 1st.

Andrews & Coupe, New York, are asking rates from weekly papers on one inch, to run from three to five months, to advertise furs.

Twenty-one lines, every other day for 3 months, is being used in newspapers by Dauchy & Co., New York, to advertise Mother Gray's Australian Leaf (Allen S. Olmsted), Leroy, N. Y.

The Horn-Baker Agency, Kansas City, is placing copy with weekly papers in the South and Southwest for the Green Mountain Distilling Co.; 147 lines, 10 insertions.

Moss & Co., Philadelphia, are handling the following advertising accounts: American Press Co., Baltimore, in mail-order monthlies; Buffalo Fire Extinguisher Co., in daily newspapers; McCann's Kidney Cure Co., Philadelphia, in Pennsylvania and New York dailies.

Five thousand line contracts are being made with newspapers in the larger cities to advertise the "La Reina" corset, by the M. J. Shaughnessy Agency, New York.

The C. E. Sherin Co., New York, is asking rates from newspapers on some political advertising.

The contract for the advertising of Cheney Bros., New York City, has been secured by S. A. Conover, Mgr. Boston office of N. W. Ayer & Son. Women's publications will be used.

The Spafford Advertising Agency, John Hancock Building, is placing the advertising of the Back Bay Riding Academy in New England daily papers.

## Boston Notes

Owing to the change in the VanCleve Agency, New York, H. W. Stevens, who is the manager of the Boston office, will continue the Boston agency under his own name. He will handle the advertising of Lamson & Hubbard, hatters, Ivers & Pond Piano in newspapers, the Boston *Globe*, Foss's Flavoring Extracts, E. H. Rollins & Sons, bankers, and Cuckoo Rye Whiskey.

The H. B. Humphrey Co. is placing a little advertising for the H. T. Marshall Publishing Co., Brockton. It is expected that another campaign for Thomas W. Lawson will shortly be started.

The F. P. Shumway Co. is sending out orders to New England papers for a thousand inches of the advertising of M. Steinert & Sons.

The Boston office of the J. Walter Thompson Agency is handling the advertising of the Boston Molasses Co. in agricultural papers. This agency has secured the appropriation of the Consolidated Manufacturing Co. of Hartford. General publications will be used.

Hereafter the advertising of the Alredie Pure Food Co.'s Plum Pudding will be placed by Ellis & Dowst. A list of New England papers will be used during the Thanksgiving season.

H. E. Ayres & Co. are putting out large copy for the advertising of a new medical preparation, Nerves. New York, Boston and big metropolitan papers will be used.

The first meeting of the Ad Men's Club of Boston will be held at the Boston Yacht Club Oct. 21st. The speakers are to be: James J. Storror, president of the Boston Merchants' Association, and Ryerson W. Ritchie, secretary of the Boston Merchants' Association. It is to be a "booming Boston" night.

The *National Magazine* is sending some contracts direct to other magazines for advertising a subscription campaign.

The Pinkham contracts are going out from the James T. Wetherald Agency. They are for 2,000 inches and cover a period of two years.

Carleton & Hovey Co., Lowell, Mass., are asking for rates on the advertising of Father John's Medicine. The contracts will go out direct.

The Spafford Advertising Agency is placing the following accounts in general mediums: W. W. Bevan Co., Auto Time Stamp Co., Sampson Publishing Co., Caldwell Mfg. Co. and I. D. Allen & Co.

## Facts are Stubborn Things

Through the dull Summer months HUMAN LIFE has put on from three to five thousand new, paid-in-advance subscribers a month. It looks now as though we would average 15,000 a month for the remainder of this year. The quarter-million mark in circulation will soon arrive. Our rate, \$1.00 per line, is based on 200,000 circulation.

Dr. Orison Swett Marden, the editor of "Success Magazine," wrote us under date of Oct. 2nd: "I have not been getting HUMAN LIFE of late and miss it very much. Hope to see your next number."

The O'Sullivan Rubber Company, of Lowell, have used all the leading publications this year. "The Saturday Evening Post" was first in results. HUMAN LIFE was second. In selling Diamonds for J. M. Lyon & Co., HUMAN LIFE leads the field.

Early this year the Post Office Department did excellent service for the advertiser and publisher in cutting down the sample copy privilege and killing expired subscriptions after four months. This year we have been working on quality as well as quantity. We have both!

Are We On Your List?

# HumanLife

THE MAGAZINE ABOUT PEOPLE  
EDITED BY ALFRED HENRY LEWIS

83-87 Broad St., Boston, Mass.

## THE SALOON KEEPER WHO WOULD BE GOVERNOR.

STORY OF JIMMIE DURKIN, OF SPOKANE, WHO PUT UP ONE OF THE MOST NOVEL CAMPAIGNS FOR STATE HONORS EVER CARRIED ON IN THE FAR WEST—WROTE A FOUR-COLUMN "DECLARATION" OF PRINCIPLES IN BREEZY STYLE WHICH HE PUBLISHED IN PRINCIPAL WASHINGTON PAPERS AS PAID ADVERTISING—USED LIBERAL SPACE UP TO ELECTION DAY.

An advertising campaign which failed in its nominal object, but which gave wide publicity to its promoter's business has been brought to a close in the state of Washington by the defeat of "Jimmie" Durkin, of Spokane, candidate for the state governorship on the Democratic ticket. But in spite of the fact that the political-advertising success which made Douglas, the shoe man, Massachusetts' governor, has not been repeated, Durkin's saloon business has profited.

Jimmy Durkin has always been original and vigorous in advertising his saloon. On rocks and roofs about Spokane one reads the legends: "Durkin for Wines and Liquors," "Durkin has the Goods," "Who in H. is Durkin?" or simply "Durkin."

At one time, when discussion was rife as to what Roosevelt would do when his term of office expired, Durkin burst into the newspapers with the offer to hire the ex-President as his advertising manager at a salary of \$52,000 a year for five years, the amount to be guaranteed by a bond of \$260,000 in the Union Trust Co., of Spokane. He had the flippant epitaph carved in big letters on his grave stone: "A minister said—a man of his word." This resulted in a conflict with the authorities and consequent valuable newspaper notoriety.

A Baptist minister in a Sunday sermon said that if he were at liberty to decorate a saloon window he would put against a dark background the figure of an im-

aginary devil. The astute saloon keeper at once offered to furnish the window in his place of business for this display.

Advertising instinct doubtless suggested to Durkin the possibilities for publicity in the new Washington primary election law. The advertising rate was ridiculously low. His name could be entered as a candidate for governor for the very nominal sum of \$60.

In his four-column "Declaration" which appeared in Washington papers the candidate said:

"Of course I am doing this as a joke, and from a business standpoint to get before the public and jump into the limelight—all for the small sum of \$60—and newspaper advertising at that, the best medium in the world for publicity." This "Declaration" was pasted on the plate glass windows of Durkin's main and branch saloons, the first of which occupies one of the most prominent business corners in the city. Alongside of each was a written invitations like this:

"Free—get a copy of Durkin's platform for governor. The cunning hand of the political trickster is not there."

There were good things in the platform, written in breezy, unconventional, humorous style; statements sounding sincere and manly, and comparing well with the colorless allegations of professional politicians.

"There is good and bad in me," he admits, "and more bad than there is good. But whenever I have given my word as a business man the good has always come in first, never having broken that word in a business way, and I have been in business over 30 years."

His occupation is mentioned frankly: "I have been in the whiskey business for the past 30 years, and am still in it, with no regrets or apologies to make to anyone." Later he makes a few arguments for his profession, ending with the query: "Why do churches still continue to use wine? Why do physicians prescribe spirituous and malt liquors

# 40% INCREASE in CIRCULATION NO INCREASE in RATES

The Christmas numbers of the BURR McINTOSH MONTHLY are admitted to be the finest productions of the holiday season.

Notwithstanding the fact that the Christmas number is 50 cents a copy—double the price of regular issues—the sales warrant an increase of edition over the regular which in former years has been 40 per cent.

## IF YOU APPEAL TO WOMEN

in your advertising or if your goods are for general use in the home and of unquestioned merit the

### Burr McIntosh Monthly

will give you as good results for money expended as any other publication in America.

## Ask Owners

of Mennen's Toilet Powder, Ostermoor Mattresses, Jennings Perfumes, Naiad Dress Shields, Fairy Soap, Kellogg's Toasted Corn Flakes, Lord & Taylor, Tiffany, University Book Co., and others what **?** THEY think of **BURR McINTOSH MONTHLY**?

## CHRISTMAS NUMBER CLOSES NOVEMBER FIRST

Rates, \$100 a standard magazine page, half and quarter pages pro rata. Less than quarter pages, 50 cents an agate line, 14 lines minimum accepted.

**CIRCULATION GUARANTEED, 60,000**

**BURR PUBLISHING COMPANY**  
**24 West 39th Street, New York**

E. C. BUCKMAN, *Western Rep.*, U. S. Express Building, Chicago, Ill.



for medicinal purposes? If they are good for the sick man, as the physician must believe, why are they not good as a preventative?" Again: "I stand upon the Democratic state platform as adopted in Spokane this year, with the exception of the prohibition plank."

But there are assertions which do not remind one of the saloon keeper, and which have a genuine vote-getting appeal in them.

"Let the laborer and farmer take a lesson from capital and organize. . . . One thousand trained soldiers can scatter and whip a mob of 20,000. If the laboring men display their business tact by voting as a unit, as Wall Street has done in the past, we will not have to ask the question, 'What is Wall Street going to do next?' The eyes of Wall Street would be on the common people and the capitalists would be asking, 'What are the common people going to do next?'"

At the bottom appears the pertinent line:

"Every little helps—What about your vote?"

As an after thought below the "Declaration," this paragraph was added:

"Later, I said my candidacy was intended as a joke. So many of my friends have taken the matter seriously that I have decided to do so myself. I am in earnest and hope to be the next governor of Washington. J. D."

This announcement awakened comment over the state. Durkin took advantage of a favorable editorial in the *Statesman* by printing it far and wide as he had the "Declaration" beneath the heading, "Paid Advertisement." Among other things the editorial pointed out:

"The *Statesman* can conceive of such a condition of affairs which might lead the good people of the state of Washington to prefer an honest saloon keeper to a dishonest lawyer, or a square liquor dealer to a crooked politician." Beneath this, signed "Jimmy Durkin," was a line which seemed to indicate a further removal from the laughing attitude toward his

candidacy: "I am serious and sincere in asking for your vote."

This advertisement was followed by another, more earnest, but still Durkin. The two qualities are shown in this extract:

"There are many wrongs that need to be righted. I would not try to jump onto them all at once. I would go after the big ones first, hoping by that time the little ones would get scared and get out of the swim before I had a chance to throw my hook into them and land them before the bars of justice." This ad ends pointedly: "Vote for Durkin for governor."

Space was used up to election day. Sometimes similar type and border effects were used similar to those adopted previously in advertising his liquors. They were all good examples of "Reason Why" advertising. But in effect Jimmy Durkin's advertising campaign must be rated as a failure. One thing necessary for success in a publicity venture was lacking: the people did not want the goods. Prohibition sentiment was against the politician saloon keeper.

"I have perpetrated a bigger joke on myself than any other person has ever perpetrated on me," he said after the election. "No more political honors for mine. The only organization I had was a lead pencil, a small head, and a machine of newspapers, which are the greatest medium of publicity in the world."

In the number of the paper which printed this interview, Durkin's liberal advertising space returned to the simple announcement:

Whiskies, Gins, Brandies, Rums.

\$8.

Per Gallon

'Phone 731.

121 Howard

Durkin's  
Sprague and Mill

RALPH E. DYAR.

H. R. Baurmann, who has been with Payne & Young's Chicago office for the past two years, has been made the advertising manager of the Zanesville (Ohio) *Signal*.

# The Times Ten Years at One Cent

(From The New York Times of October 10, 1908)

Ten years ago to-day, on Oct. 10, 1898, the price of THE TIMES was reduced from 3 cents to 1 cent a copy. It was a serious step, involving certain and considerable loss of revenue, sacrificed, after much consideration, in the hope of ultimate gain and advantage. Wise friends of THE TIMES advised against it. In the City of New York, they argued, a newspaper could secure a large circulation only by giving itself over to sensationalism and pictures, to startling headlines and yellowness. In other words, popularity was incompatible with self-respect, dignity, and clean living. The management of THE TIMES was not of that opinion. It was incredible that in this metropolitan area, having at that time a population of four and a half millions, a newspaper such as THE TIMES then was, always has been, and now is, must content itself with a small circulation. Therefore THE TIMES resolved, with no lowering of tone or change of character, to make its appeal to a larger public by reducing the price per copy to 1 cent.

Policies are justified by their results. We suppose it will not be disputed that the policy then adopted by THE TIMES has found justification in the record, here subjoined, of the growth that followed its adoption. The figures show the average daily output of THE TIMES in the month of October for the years 1898-1908, inclusive:

October, 1898.....	25,726
" 1899.....	76,260
" 1900.....	82,106
" 1901.....	102,472
" 1902.....	105,416
" 1903.....	106,386
" 1904.....	118,786
" 1905.....	120,710
" 1906.....	131,140
" 1907.....	143,460
" 1908.....	172,880

There are newspapers that may boast of a larger circulation. But in this city only two can claim that title to distinction. It is certainly a large circulation, one of the world's greatest, but it is not merely upon the number of its readers that THE TIMES congratulates them and itself. The quality of a newspaper's circulation is of not inferior moment to its size. It seems

to us that it is a matter of some little interest outside the newspaper business to know that a paper of the character of THE TIMES is approved and accepted by so large a number of the people of the chief American city. In announcing the reduction of price ten years ago THE TIMES gave this assurance:

In appealing to a larger audience THE TIMES by no means proposes to offend the taste or forfeit the confidence of the audience it now has, already large, discriminating, and precious to it as lifelong friends. That statement we make in full sincerity and firm resolution. We wish to make it with all possible emphasis, so that no reader of THE TIMES in the past need scan the columns of this morning's issue, or of any subsequent issue, with the least misgiving or apprehension lest the reduction in price may be concurrent with a lowering in tone and quality. The old readers of THE TIMES, and the new, will find it a clean, truthful, carefully edited newspaper at 1 cent, a paper that recognizes its obligation to give its readers all the news, but values its own good name and their respect too highly to put before them the untrue or the unclean or to affront their intelligence or their good taste with freaks of typographical display or reckless sensationalism.

The pages of THE TIMES from day to day and the frequent testimony of its readers bear witness to the good faith with which this pledge has been kept. "It does not soil the breakfast cloth," said the Rev. Dr. Theodore L. Cuyler in speaking of THE TIMES a few years ago. The record of THE TIMES's growth in circulation shows clearly enough that a newspaper may look up, not down, for new readers.

This growth in circulation has been built up without a resort to "schemes" or artificial methods of enticement. There has been no canvassing, no solicitation, no appeal save that made by the merit and quality of the newspaper itself. Apparently the readers of THE TIMES have been its canvassers; they have told their friends, and their friends have become its readers.

Comment can add nothing to the significance of the figures we have transcribed from the circulation books of THE TIMES. They tell their own story with unmistakable clearness. They constitute a sufficient warrant and sanction of the policy pursued by THE TIMES during these years of increase. They show that THE TIMES family is already large, and this continued and unbroken growth from year to year justifies the confident belief that it is to become still larger.

# WIDE DIST

The character and extent of its distribution is one of the most important factors. The record of the *Ladies' World* in this as in all other details which show why. For the past three months the circulation of the *Ladies' World* has aggregated the three insertions.

Over 40% of this circulation is in cities and towns of 4,000 or over—and goes unstrated to any advertiser who desires to familiarize himself with our class of

# LADIES'

about 75,000 copies are sold monthly on the news stand and about 50,000 copies is unquestionably more valuable to the advertiser.

The circulation of the *Ladies' World* is very evenly and widely distributed—

## NEW ENGLAND

Throughout the New England states the circulation of the *Ladies' World* magazine; yet costs advertisers only about one-third as much.

## MIDDLE ATLANTIC

In this section the *Ladies' World* averages 119,000 copies and costs the advertiser for women.

## WESTERN STATES

In the Middle West the average circulation of the *Ladies' World* is 162,000 magazines, as regards cost per thousand of circulation to the advertiser.

It is thus evident that the *Ladies' World* offers circulation of equal quality in all localities. And the circulation of the *Ladies' World* is strongest where most. Glance through any copy of the *Ladies' World* and note the class of advertising. The quality of the *Ladies' World* circulation is as high as any. Forms for January issue close on November 12th.

# S. H. MOORE COMPANY,

# DISTRIBUTION

the most important factors in determining the value of a publication to the advertiser. Details which show what an advertiser is paying for, is an open book. *Ladies' World* has aggregated 1,488,000 copies at a gross rate of six dollars per line for 4,000 or over—and goes to homes of the best character—as can be quickly demonstrated with one class of subscribers. Of this total circulation of

# THE S' WORLD

and about 30,000 copies are paid-in-advance subscriptions. Subscription circulation widely distributed—a point that is also of interest to the advertiser.

## V ENGLAND STATES

of the *Ladies' World* shows a higher average for the year than any other woman's magazine.

## LE ATLANTIC STATES

and costs the advertiser about one-third as much as the largest circuited magazine.

## WESTERN STATES

*Ladies' World* is 162,000, which places it on an equal footing with the leading women's magazine to the advertiser.

on of equal quality in certain territories at a lower cost than the best of other publications where most other publications are weakest. Advertising secured by thoroughly convincing prospect circulation is as good as the best and highest priced publications.

PANY, *Publishers*, NEW YORK

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.


PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: NO. 10 SPRUCE STREET,  
NEW YORK CITY.  
Telephone 4779 Beckman.

President, J. D. HAMPTON.  
Secretary, J. I. ROMER.  
Treasurer, H. A. BIGGS.

The address of the company is the address of the officers.

London Agt., F. W. Sears, 50-52 Ludgate Hill, E.C.

 Issued every Wednesday. \* Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy.

JOHN IRVING ROMER, Editor.

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New York, Oct. 21, 1908.

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## More Red Blood

There isn't a week passes but somebody tries to line up PRINTERS' INK either on the side of the daily papers or the magazines. It seems to be taken for granted that there is a grand warfare on between the two mediums. The whole thing is ridiculous. The magazines are useful in one sort of a campaign, the newspapers in another. We are all looking forward to the day when we can use both in conjunction, and the object is only restricted by the natural limitations of business.

But the newspapers have got to get busy and clean house if they expect to get the business that they deserve. What is the use of trying to compete with the news and editorial columns of the daily paper? For example, on the front page of the New York *Evening Post*—the paper that J. Pierpont Morgan and E. H. Harriman take home at night—appears this heading:

BUICK WINS FIRST RACE.

What do you know about the Buick automobile? Did you ever see it spending any money advertising? If so, how much? What right has it to the most valuable

space in the paper of the millionaires? Mr. Pattison will tell you that he didn't know anything about it, until it appeared. The editorial department considered it "a matter of news," etc., etc. That's small consideration for the Lozier, the Pierce Arrow, the Simplex, the Lancia and others who buy space on the inside pages. Also for the manufacturers of all sorts of other articles.

BUICK WINS FIRST RACE.

What are you willing to pay, Mr. Manufacturer of the Remington Typewriter, or Mr. Shredded Wheat Man, for such a presentation? The trouble is, the newspapers knock down their building blocks as fast as they are builded.

It is all very well for the publisher to boast that he has a free and unfettered editorial department—that he never interferes, etc. Do you, Mr. Daily Newspaper Publisher, happen to know how some of those items creep into your columns? Wouldn't it be well to find out?

Here's the way to stop this whole press-agent game: Just issue the word that the next time something of that kind gets into print, somebody loses his job.

BUICK WINS FIRST RACE.

Who do you suppose paid for that gilt-edge advertisement on the front page of the New York *Evening Post*? Nobody! And the press-agent is the only one who wins out. Let dailies take a lesson from the magazines. There really is no space in a magazine through which Williams Shaving Soap or Smith & Wesson Revolver can work a free notice. So they buy their publicity over the business counter.

Let the daily papers cut out the free notices given because—they want the business that is coming to them. Good advertisers resent the indiscriminate free puffing. But the grafter smiles in his sleeve and works it for all it is worth.

Why are automobile races, anyway? Here's the answer:

BUICK WINS FIRST RACE.

The best friend the daily papers ever had, PRINTERS' INK, advises

the many Mr. Pattisons throughout the country to get busy and get their mediums on the pay-for-what-you-get basis. Then they will get more business, besides pleasing their Postum Cereal customers who are spending big money without gratis notices thrown in. Call to account the man responsible for:

#### BUICK WINS FIRST RACE.

Ask him why he didn't make a leader of Ivory Soap in a race in a bath-tub! The newspapers too long have been used as battledore and shuttle-cock. Let them get together! If anybody wants advertising in a paper, let him pay the price the same as the magazines get. More red blood is wanted in newspaper management.

#### Had the Other Ocean

An advertising man stopped the other day at the newsstand of Simeon Ford's hotel. "Give me a copy of the *Atlantic Monthly*," he said. The young woman in charge began looking over the rows of colored covers, reading the names. She was evidently puzzled. "Is it a book?" she asked. "No, it's a monthly magazine, with a yellow cover." The young woman looked again. The advertising man helped her, but couldn't see the familiar yellow cover anywhere. Suddenly the young woman's face brightened. "I'm afraid we haven't got the *Atlantic Monthly*," she said, "but we've got this." She handed out a periodical in a colored cover. It was the *Pacific Monthly*!

In response to an invitation to attend the dedication of the handsome new building recently erected by the Phelps Publishing Co., Springfield, Mass., on Nov. 12, President Roosevelt has written a long letter to Herbert Myrick, the president of the company, which will be read on that occasion.

Don't be afraid of failure; keep on though you fail a dozen times. Persistence in advertising, as in other things, always wins.

#### Morality Not the Only Thing

Does it pay a newspaper to shut out from its columns what is known as "objectionable" advertisements, especially when that newspaper is young and striving to establish itself as a popular and successful medium?

The *Denver Times*, after two years' experience, confesses that it does not pay—financially. When it barred private medical advertising such as is now being printed by its rivals, race track tips, massage parlor, and matrimonial ads and financial and investment schemes of the gold brick variety, its publishers believed that whatever loss was sustained would be made up by a corresponding increase in decent publicity. In this they were mistaken, although a few new patrons have been gained, principally magazine publishers whose announcements are choice but infrequent.

The *Times* finds that "legitimate advertisers pay little attention to the kind of company they get into on the newspaper advertising pages." There has been "no particular response in the circulation department," but this is accounted for by the discontinuance of sporting extras and the increase in the price to country subscribers—all *Denver* evening papers suffering in this respect.

While admitting that there have been splendid returns in the form of a satisfied conscience, and that there is something finer than piling up money, the publishers still plaintively ask: "Can clean advertising—in the face of this lack of practical results—be said to be a success?"

While the experience of the *Times* has not, according to its own statements, been productive of the kind of results that had been expected, we are inclined to believe that the disappointment is not due to the stand it has taken in regard to objectionable advertising, but to other causes.

Has the *Times* published as good a paper as its rivals? Has it been as enterprising in gathering and publishing the news? Has



it employed the best talent in its editorial and business departments? Has it adopted and put into effect practical schemes for arousing public interest in its pages? In other words, has it made full use of all its opportunities for making the *Times* a commercial success?

It takes something else besides advertising to make a newspaper go. If the *Times* had printed every line of advertising, legitimate and illegitimate, that was obtainable, we doubt very much if it would even then have outdistanced its rivals, unless it furnished the people of Denver the kind of a newspaper they wanted to read and unless its editorial and business departments were managed by experienced and intelligently aggressive men. It is not fair to attribute a newspaper's failure to achieve success to an intelligent and morally sound advertising policy.

### "Long Distance Wants You"

One of the brightest of the special agents—if you insist upon names, it's Paul Block,—is a free spender when it comes to telephone tolls. In fact, it is said that the amount of money he expends in the course of a year in calling up advertisers in distant cities would pay for a pretty nice sort of touring car. Incidentally, Mr. Block not only has the fun of telephoning but he has the touring car too. When an advertiser up in Springfield, Mass., receives word that he is wanted on the 'phone by a party in New York he concludes that it must relate to important business. So he gives pretty close attention to what Mr. Block says, particularly as he knows just how many dollars that conversation is costing. Mr. Block is up to the minute on soliciting methods and, next to PRINTERS' INK, he believes there is nothing quite so good to secure an advertiser's attention as the long distance call. In fact, he has been accused of going over to Hoboken to telephone a New York advertiser.

### Democrats Get Busy Too

In the later October magazines the Democratic National Committee follow the Republican example in a smaller way—using single pages.

Mr. Lord, of the Lord Advertising Agency, thinks that the Democrats have a big opportunity to even up scores with the Republicans. As it is now too late to get aboard the magazine chariot, why not make a whirlwind campaign in the daily papers which can be taken on at the eleventh hour? Says Mr. Lord in a letter to PRINTERS' INK:

"The chief argument of the magazine publisher in soliciting advertising for his medium is that magazines are read by the influential and moneyed classes. The newspapers are not only read by the masses; they are read by everybody who reads at all.

"By inserting Democratic ads in Democratic newspapers the editorial attitude of the papers would be greatly strengthened. By inserting them in Republican papers, the editorial attitude of all such papers would be largely nullified.

"Newspaper advertising forms are open up to a few hours before publication. Perhaps, after all, the Democrats are merely showing superior generalship by waiting until the eleventh hour when the Republicans will have spent all their appropriation in the magazines. Then they could bring to the newspapers the bulk of the Democratic appropriation and surprise the opposition with its ammunition spent.

"Whichever party wins in this twentieth century campaign of advertising, the action of both must stand as a tremendous endorsement of advertising."

If Mr. Lord were to present his arguments direct to the Democratic National Committee he would unquestionably be received with open arms—if he could at the same time point out where the money could be obtained to finance the campaign. These are parlous days for political campaign funds.



### **American Exposition in London**

One of the important events listed for 1907 in England is an American exhibition to be held in the very heart of London on the famous Earl's Court site. Among the members of the committee having the matter in charge are Sir Alfred Bateman, chairman advisory committee, Board of Trade; Sir Percy Sanderson, for 14 years British Consul in New York, and the Lord Mayor of London, together with many representatives of American manufacturing firms.

Great Britain buys from the United States food products, tools, labor saving machinery, household appliances, agricultural machinery, business appliances (as typewriters, card indexes, loose-leaf ledgers and office furniture) toilet specialties, safety razors, corsets, etc., as well as vast quantities of cotton and other raw material. One-fifth of the whole world's commerce is carried on between the United States and Great Britain. In fact the latter country is incomparably the most important export market for American products.

The forthcoming American exposition is, therefore, a very important enterprise and one that should not be overlooked by advertisers in the United States. The chief value of an exposition of this kind is that it affords an opportunity to make the public familiar with manufactured products through personal observation. The British field is a large and inviting one to exporters who handle goods of quality.

Lord Northcliff, who is now visiting the United States, is the only man in the world who can say that he owns or controls forty-five important publications—dailies, weeklies and monthlies. One advantage that the possession of so many periodicals confers is that Lord Northcliff can successfully launch a new paper or magazine through advertising in his own publications which, of course, costs little or nothing beyond the composition.

The Representatives' Club of New York, whose membership is made up of magazine solicitors, will open its series of winter entertainments this year with a minstrel show which will be given the middle of November. The talent has been selected from among the club members and the performance will be of especial interest to advertising men. The production will be under the direction of Owen H. Fleming of *Scribner's* and Don M. Parker of *McClure's*.

Some of the cities of the Pacific Coast are developing rapidly as manufacturing centers. Take Oakland, Cal., as an illustration. In 1905 the value of the product of its factories amounted to \$13,285,197. In 1907, two years later, it had increased to \$88,431,352 or 600 per cent., according to figures published in an artistic album of views recently issued by the *Oakland Tribune*. One reason for this remarkable expansion was, of course, the earthquake and fire which destroyed San Francisco.

In an address delivered at the inaugural smoker of the Cincinnati Advertisers' Club Senor Aviles, a native of Porto Rico, and until recently editor of *El Comercio*, of New York, on "Advertising for Export Trade," recommended the use of papers in the countries themselves rather than in trade papers sent to selected lists.

Some distinguished advertising men addressed the Walla Walla (Wash.) Ad Men's Club at its recent banquet. Among them were C. C. Chapman, president of the Portland (Ore.) Ad Club; W. P. Hooper, president of the Motter-Wheeler Company; and William Bittle Wells, of the Sunset Publishing Co. The club has a large membership and is recognized as an active force in the city's affairs.

The *Review of Reviews* has a new advertising manager in the person of W. S. Bird, formerly western representative at Chicago. Vern Priddy has succeeded Mr. Bird in the latter position.

## HOW FRED CLARK PUSHED FLAKED RICE IN UTICA.

Fred S. Clark, of the firm of Morton & Clark, selling agents for Cook's. Mato-Rice and Cook's Flaked Rice was formerly on the advertising staff of the *New York Press*, where he did some clever work.

When he tackled the advertising problems of his new business some years ago he found his newspaper experience of great help. The profitable exploitation of a new line of breakfast foods was not an easy matter. Some of the older concerns were spending large sums in advertising their products which had been established in public favor for several years. To compete with them and win over the trade to Flaked Rice without bankrupting the firm was not an easy task.

Through the skillful work of his salesmen Mr. Clark at length succeeded in placing large quantities of the goods with up-the-state wholesalers, but somehow the latter did not succeed in moving them on to the retailers.

In order to find out what was the matter Mr. Clark visited Utica where one of them was located. After telling the wholesaler that he had brought with him three assistants to help wake up the town the latter led him out to a storehouse. As they were riding up in the elevator the man said: "Hear that sound?"

Clark listened and heard a distant buzzing.

"That," said the wholesaler, "is the chorus of weevils working in your Flaked Rice. Do you think you can stop it? I don't. We haven't sold a pound of the stuff in six months."

Clark, who had noticed that the buzzing ceased when the elevator stopped, just smiled and said he guessed he could make the stock move—and he did.

That very day the fences, bill boards and waste places of Utica began to blossom with Flaked Rice ads and before the week ended the whole town knew about the new food product. Generous

samples were distributed in the residential sections and these still further helped to arouse interest.

Advertisements calling attention to the value of Flaked Rice as a food were printed prominently in the newspapers.

One day a story appeared telling how a girl working in the Flaked Rice factory filling cartons with the food had lost from her hand her engagement ring. Investigation showed that the cartons the girl had filled were part of a consignment of goods that had been sent to Utica. Would any one who found the ring be so good as to return it to the young lady whose address would be furnished by the local wholesaler, and receive her undying gratitude?

As a result hundreds of packages of Flaked Rice were sold to kind hearted young men and women who were anxious to find the engagement ring and restore it to its owner.

Other schemes were tried and by the end of a month every grocer in Utica was doing a big business in Flaked Rice.

That Minnesota has a live commissioner at the head of its immigration department is shown by the character of the advertising matter he is sending out. One of the booklets now being distributed contains a brief account of the state's history and resources, accompanied by small cuts illustrating the various industries and localities. "Pointers on Minnesota" is the title of a folder in which is set forth much valuable information about its agricultural attractions. That the advertising is already doing good work is shown by the many inquiries that are being received from prospective settlers and for manufacturers who are seeking new locations.

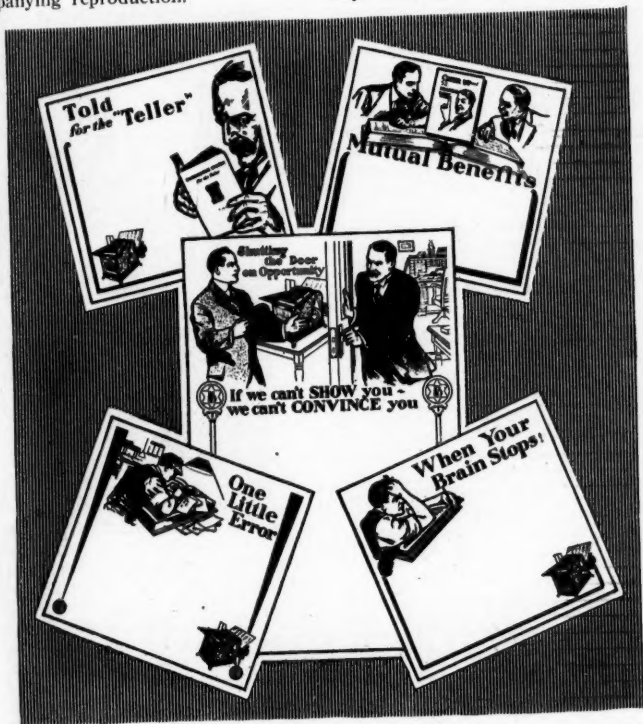
The publishers of the *Buffalo News* state that the paper carried almost 10,000 columns of paid advertising in the first seven months of the year, which is surely a creditable showing. Smith & Budd represent the *News* in the foreign field.

# NOTABLE SERIES OF ADDING MACHINE ADS.

An interesting series of advertisements is now appearing in trade papers, class publications and general magazines descriptive of the uses and merits of the Burroughs Adding Machine. Some of the advertisements in this series are shown in the accompanying reproduction.

with its use which isn't particularly interesting or educational. The bare picture of a complicated machine means absolutely nothing, and Mr. Lewis has recognized this fact in the Burroughs advertisements.

Wherever the machine is shown it is either as an adjunct to an office or bank scene, which comes very near to telling its own story, or else it is exhibited in use in a way that gives an immediate



E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company, to whom credit for this campaign is due, has every reason to be gratified at the notable superiority of the entire series.

As a general thing, the advertising of adding machines and devices of a similar nature is illustrated by pictures of the machine or of some scene in connection

idea of what the machine is capable of doing.

When you show an adding machine with an accompanying sheet of paper upon which is reproduced the actual work of the machine, interest is at once aroused and this is what has been done in several of the Burroughs advertisements which have been published.

In others the illustrations are

somewhat in the nature of cartoons, each strongly emphasizing a particular use of the Burroughs, some adverse or expensive office conditions which it can remedy, a notable performance, an exclusive feature, or an instance in which the Burroughs has been accepted and put into use exclusively in great banking houses and other well-known business institutions.

Thus the illustration and display of every advertisement are made to tell a story—and it is always a good story. The copy is as strong and convincing as the pictures and none of the advertisements wastes any time on generalities—each goes right to the point and makes and proves some claim for the Burroughs which cannot fail to interest the business man.

The illustrations for the campaign in all its various branches were prepared by the Ethridge Company, New York.

#### SPACE CLUB'S DINNER.

The Chicago Space Club, at its first fall dinner, had as its guest Col. J. B. MacLean, president of the MacLean Publishing Co., of Canada, and president of the National Press Association.

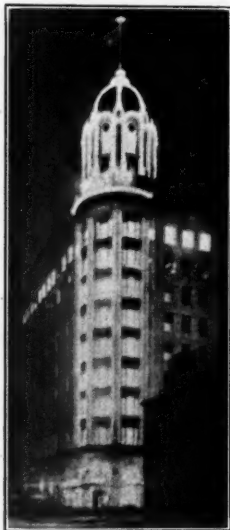
Colonel MacLean is the largest publisher in Canada, his list of periodicals including ten trade papers. He is also financially interested in fourteen weeklies.

In his address he said that the chief difficulty encountered by Canadian publishers is the proper covering of a great but sparsely populated territory. This makes circulation building very expensive. In briefly reviewing recent legislation on postal rates he expressed the belief that the "cent-a-pound" rate between the United States and Canada would soon be restored.

The advertising habit is like gambling—once acquired it is hard to break away from, but it is unlike gambling inasmuch as the steady advertiser is a constant winner.

#### NOVEL LIGHTING EFFECT.

In view of the weird and striking effect produced by the Cooper-Hewitt mercury lights, both night and day, it is singular that they have not been more generally utilized in an advertising way. While the novelty lasts there is much that can be done in the way of drawing crowds with this strange



light. One of many interesting features of Philadelphia's celebration of "Founders' Week" was the illumination of the beautiful dome of the *Bulletin* building, a photograph of which is shown herewith. It is said that this peculiar light has never before been used in such large masses for decorative effect. Of course, the photograph does not show the weird coloring which is the real feature of the light, but will serve to give some idea of what effect was obtained. The crowds that gathered about the *Bulletin* building and the amount of talk created must have given a suggestion for advertising to many business men who were present at Philadelphia's great celebration.

# OFF HIS BEAT.

This is a story told by Samuel C. Dobbs, sales-manager for Coca-Cola, who purchases a good many accessories used by his salesmen in helping retail druggists build up soda fountain business.

One afternoon recently a strange solicitor came to Mr. Dobbs' office in Atlanta, and assured him that he was now, of course, a well-known man. Coca-Cola is sold all over the world. Atlanta is proud of this great product. Mr. Dobbs has been connected with it from the first. Atlanta was proud of Mr. Dobbs, too.

After a bit more of that sort of introduction the visitor unfolded his scheme. Reduced to plain business terms, it was a proposition to publish the sales-manager's portrait in a certain periodical, together with a nice sketch of his life. For this there would be only a nominal charge of twenty-eight dollars and fifty cents—a bargain in publicity at a bargain price.

"I don't believe I care to go into that," was the reply. "Will you tell me who sent you out on this scheme?"

The solicitor mentioned Mr. Blank, publisher of the periodical in which biographies were to be inserted for a price. Mr. Dobbs thought that rather odd business for Mr. Blank to be in. He knew him personally. Presently he called him up by telephone and related the incident. He thought Mr. Blank would be surprised. And Mr. Blank was.

"Oh—hell!" said the latter. "Did he call on you?"

## CAN'T LIVE WITHOUT ADS.

(From the Monroe (La.) Star)  
We may live without poetry, music and art;  
We may live without conscience and live without heart;  
We may live without friends, we may live without fads;  
But business to-day cannot live without ads.

While many magazines are complaining of the backwardness of adver-

tisers in buying space, at least one, the *Woman's Home Companion*, reports that its December number will contain more cash advertising than ever appeared in its pages before.

# Will You Accept This Business Book if We Send it Free?

Sign and mail the coupon below. Send no money! Take no risk!

One hundred and twelve of the world's master business men have written ten books—2,193 pages—1,497 vital business secrets. In them is the best of all that they know about.

- |                     |  |
|---------------------|--|
| —Credits            | —Office Systems  |
| —Collections        | —Short-cuts and Methods for every line and department of business. |
| —Accounting         | —Position-Getting  |
| —Cost-Keeping       | —Position-Holding  |
| —Organization       | —Man-Handling  |
| —Retailing          | —Man-Training  |
| —Wholesaling        | —Business Generalship  |
| —Manufacturing      | —Competition Fighting  |
| —Salesmanship       | and hundreds and hundreds of other vital business subjects.        |
| —Advertising        |  |
| —Correspondence     |  |
| —Selling Plans      |  |
| —Handling Customers |  |

A 9,000-word booklet has been published describing, explaining, picturing the work. Pages 2 and 3 tell about managing businesses great and small; pages 4 and 5 deal with credits, collections and with rock-bottom purchasing; pages 6 and 7 with handling and training men; pages 7 to 12 with salesmanship, with advertising, with the marketing of goods through salesmen, dealers and by mail; pages 12 to 15 with the great problem of securing the highest market price for your services—no matter what your line; and the last page tells how you may get a complete set—bound in handsome half morocco, contents in colors—for less than your daily smoke or shave, almost as little as your daily newspaper.

Will you read this book if we send it free?  
Send no money. Simply sign the coupon

The System Co., 151-153 Wabash Ave., Chicago

If there are, in your books, any new ways to increase my business or my salary, I should like to know them. So send on your 16-page free descriptive booklet. I'll read it.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Business \_\_\_\_\_  
Position \_\_\_\_\_

**DO YOU DO?**  
Business With

**PHYSICIANS** Sanitaria, Hospitals,  
Medical Schools, Etc.

**The AMERICAN MEDICAL DIRECTORY**

is a necessity to you. Send for  
descriptive circular.

**AMERICAN MEDICAL ASSOCIATION**  
103 Dearborn Ave., Chicago

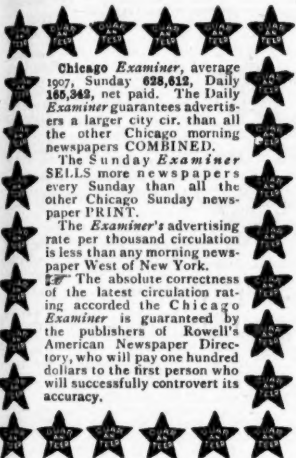




Chicago, *Breeder's Gazette*, weekly. \$2. Average for 1907, 74,766. 4 months 1908, 74,339.

Chicago, *Commercial Telegraphers' Journal*, monthly. Actual average for 1907, 15,000.

Chicago, *Dental Review*, monthly. Actual average for 1906, 4,001; for 1907, 4,018.



Chicago Examiner, average 1907, Sunday 625,612, Daily 166,342, net paid. The Daily Examiner guarantees advertisers a larger city cir. than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspaper PRINT.

The Examiner's advertising rate per thousand circulation is less than any morning newspaper West of New York.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Journal Amer. Med. Ass'n.*, weekly. Av. for '07, 52,217; Jan., Feb., March, '08, 53,687.

Chicago, *National Harness Review*, monthly. 8,000 copies each issue of 1907.

Chicago, *Record-Herald*. Average 1907, daily 151,964; Sunday 216,464. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *The Tribune* has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The *Tribune* is the only Chicago newspaper receiving (C.C.).

Gallesburg, *Republican-Register*, Eve. Aug. av. 4,237. Only paper in city examined by A.A.A.

Joliet, *Herald*, evening and Sunday morning. Average for year ending April 30, 1907, 3,71.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1907, 16,322. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1907, 21,859.

Peoria, *Journal*, daily and Sunday. Daily average for 1907, 15,262.

INDIANA

Evansville, *Journal-News*. Av. 1907, 15,183. Sundays over 18,000. E. Katz, S. A., N. Y.

Lafayette, *Courier and Call*. 1907 av., 5,423. Only evening paper. Popular want ad medium.

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average for 1907, 26,112.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, 1,877; weekly, 2,641.

South Bend, *Tribune*. Sworn average July 1908, 9,558. Absolutely best in South Bend.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1907, 8,937. "All paid in advance."

Davenport, *Times*. Daily aver. Sept., 17,138. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young, Publisher. Circulation for 1907, 41,582. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and evening. Daily average, 1907, 11,249; Sunday, 13,556.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, *News*. Daily 1907, 4,670; first 5 mos. 1908, 4,767. E. Katz, Special Agent, N. Y.

Lawrence, *World*, daily. Actual average for 1907, 4,217.

Pittsburg, *Headlight*, daily and weekly. Average 1907, daily 6,228; weekly 5,547.

KENTUCKY

Harrodsburg, *Democrat*. Largest all-home-print county paper in Ky. Low adv. rates.

Lexington, *Herald*, mg., dy., av. July, 8,020. Sunday, 9,390. Com. rates with *Eve. Gazette*.

Lexington, *Leader*, Av. '06, evening 5,187. Sun. 6,793; for '07, eve'g, 5,390. Sun. 7,102. E. Katz.

MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,294,438.

Augusta, *Kennebec Journal*, dy. Av. 1st 6 mos. 1908, 8,209. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1907, daily 10,018; weekly, 28,422.

Phillips, *Maine Woods and Woodsman*, weekly, J. W. Brackett Co. Average for 1907, 8,012.

Portland, *Evening Express*. Average for 1907, daily 13,514. Sunday *telegram*, 8,886.

Waterville, *Sentinel*. 1907 average, 8,418 daily. The fastest growing paper in Maine.

MARYLAND

Baltimore, *American*. Daily average for 1907, 75,652; Sunday, 91,209. No return privilege.

Baltimore, *News*, daily. Evening News Publishing Company. Average 1907, 77,748. For September, 1908, 80,706.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.





## MASSACHUSETTS

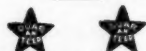
**Boston, Evening Transcript** (©©). Boston's tea table paper. Largest amount of week day ad.



**Boston, Globe.** Average 1907, daily. 181,344. Sunday, 308,308. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price.



**Boston, Traveler,** daily. Circulation over 85,000. Established 1835. The aggressive evening paper of Boston. John H. Fahy, editor and publisher.



**Boston, Post,** July, 1908, daily average, 325,072. Sunday average, 234,783. The Boston Post's best July with both editions. Post carries more general advertising than any other Boston newspaper. "There's a reason."



**Human Life, The Magazine About People.** Guarantees and proves over 200,000 copies monthly.

**Clinton, Daily Item,** net average circulation for 1907, 3,012.

**Fall River, Evening News.** The Home Paper. Actual daily average 1907, 7,049.

**Fall River, Globe.** The clean home paper. Best paper. Largest circ. Actual daily av. 1907, 7,650.

**Gloucester, Daily Times.** Every afternoon and evening. Sworn daily av. circulation 1908, 7,342.

**Lawrence, Telegram,** evening, 1907 av. 8,939. Best paper and largest circulation in its field.

**Lynn, Evening Item.** Daily sworn av. year 1906, 15,063; 1907, average, 14,522. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

**Salem, Evening News.** Actual daily average for 1907, 12,261.

**Worcester, Gazette,** eve. Av. 1907, 14,682 dy. Largest eve circ'n Worcester's "Home" paper.

**Worcester, L'Opinion Publique,** daily (©©). Paid average for 1907, 4,586.

**Worcester Magazine,** reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, 8,000.

## MICHIGAN

**Jackson Patriot,** Average Aug. 1, 1908, daily 8,436, Sunday 9,356. Greatest net circulation.

**Saginaw Courier-Herald,** daily. Only Sunday paper; aver. for 1907, 14,749. Exam by A A A.

**Saginaw, Evening News,** daily. Average for 1907, 20,537, September, 1908, 19,406.

## MINNESOTA

**Duluth, Evening Herald.** Daily average 1907 23,093. Largest by thousands.

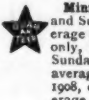
**Minneapolis, Farmers' Tribune,** twice-a-week. W. J. Murphy, publisher. Aver. for 1907, 33,074.

**Minneapolis, Farm, Stock and Home,** semi-monthly. Actual average 1907, 87,187; average for 1906, 100,266; for 1907, 103,583.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most probably.



**CIRCULAT'N Minneapolis, Tribune,** W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1907, was 76,603. The daily by Am. Newspaper Directory was 101,168.



**Minneapolis, Journal,** Daily and Sunday (©©). In 1907 average daily circulation, evening only, 76,861. In 1907 average Sunday circulation, 72,578. Daily average circulation for Sept., 1908, evening only, 72,914. Average Sunday circulation for Sept., 1907, 68,923. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$5 per year and terms changed from unlimited credit to strictly cash in advance.) The absolute accuracy of the *Journal's* circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field and to reach the great army of purchasers throughout the Northwest. The *Journal* brings results.

**Minneapolis, Svenska Amerikanska Posten.** Swan J. Turnblad, publisher, 1907, 54,363.

**St. Paul, Pioneer Press.** Net average circulation for 1907. Daily, 35,716; Sunday, 35,466. The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.



## MISSOURI

**Joplin, Globe,** daily. Average, 1907, 17,000. E. Katz, Special Agent, N. Y.

**St. Joseph, New-Press.** Circulation, 1907, 37,388. Smith & Budd, Eastern Reps.

**St. Louis, National Druggist,** Mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, 10,570 (©©). Eastern office, 59 Maiden Lane.

**St. Louis, National Farmer and Stock Grower,** Mo. Actual average for 1907, 104,666.

## NEBRASKA

**Lincoln, Deutsch-American Farmer,** weekly. 143,245 for year ending Oct. 30, 1907.

**Lincoln, Freie Press,** weekly. Average year ending Sept. 25, 1907, 142,989.

# NEW HAMPSHIRE

**Nashua, Telegraph.** The only daily in city. Average for 1907, **4,371**.

# NEW JERSEY

**Asbury Park, Press.** 1907, **5,076**. Gained average of one subscriber a day for ten years.

**Camden, Daily Courier.** Actual average for year ending December 31, 1907, **9,001**.

**Jersey City, Evening Journal.** Average for 1907, **24,350**. First six months 1908, **24,378**.

**Newark, Eve. News.** Net daily av. for 1906, **63,922** copies; for 1907, **67,195**; Jan. **69,289**.

**Trenton, Evening Times.** Av. 1906, **12,237**. Av. 1907, **20,270**; last quarter yr. '07, av. **20,409**.

# NEW YORK

**Albany, Evening Journal.** Daily average for 1907, **16,335**. It's the leading paper.

**Brooklyn, N. Y. Printers' Ink** says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1907, **52,697**.

**Buffalo, Courier,** morn. Av. 1907, Sunday, **91,447**, daily, **51,604**; *Enquirer*, evening, **34,070**.

**Buffalo, Evening News.** Daily average 1905, **94,890**; for 1906, **94,473**; 1907, **94,843**.

**Mount Vernon, Argus,** eve. Daily av. cir. 6 mos. ending Sept. 30, 1908, **4,475**. Only daily here.

**Newburgh, Daily News,** evening. Average circulation first quarter 1908, **6,058**. Circulates throughout Hudson Valley. Exam'd and certified by A.A.A.

# NEW YORK CITY

**Army and Navy Journal.** Est. 1863. Weekly average, 6 mos. to June 27, '08, **10,169**.

**Baker's Review,** monthly. W. R. Gregory Co., publishers. Actual average for 1907, **6,784**.

**Benziger's Magazine,** Circulation for 1907, **94,416**; 5 c. per agate line.

**Clipper,** weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1907, **26,641** (©).

**El Comercio,** mo. Spanish export. J. Shepard Clark Co. Average for 1907, **9,859**—sworn.

**Leslies Weekly,** 225 Fifth Ave., W. L. Miller, Adv. Mgr. **120,000** guaranteed.

**The People's Home Journal.** **564,416**, mo. *Good Literature*, **458,066** mo., average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.

**The Tea and Coffee Trade Journal.** Average circulation for year ending August, 1908, **10,063** August, 1908, issue, **9,650**.

**The World.** Actual aver. for 1907, Mor., **345,424**. Evening, **406,172**. Sunday, **463,335**.

**Poughkeepsie, Star,** evening. Daily average for first six months 1908, **4,455**; June, **4,591**.

**Schenectady, Gazette,** daily. A. N. Liecby. Actual Average 1906, **15,209**; for 1907, **17,152**.

**Syracuse, Evening Herald,** daily. Herald Co., pub. Av. 1907, daily **35,509**; Sunday, **41,120**.

**Troy, Record.** Average circulation 1907, **20,163**. Only paper in city which has permitted A. A. A. examination, and made public the report.

**Utica, National Electrical Contractor,** mc. Average for 1907, **2,542**.

**Utica, Press,** daily. Otto A. Meyer, publishe.. Average for year ending July 31, 1908, **16,057**.

# OHIO

**Akron, Times,** daily. Actual average for year 1906, **8,977**; 1907, **9,551**.

**Ashtabula, American Sentinel** Finnish. Actual average for 1907, **11,120**.

**Cleveland, Plain Dealer.** Est. 1841. Act. daily and Sunday average 1907, **74,911**; Sunday, **38,373**, Sept., 1908, **81,049** daily; Sunday, **91,683**.

**Columbus, Midland Druggist,** a journal of quality for advertisers to druggists of the Central States.

**Dayton, Journal.** 1907, actual average, **21,217**.

**Springfield, Farm and Fireside,** over 1/2 century leading Nat. agricult'l paper. '07, **447,345**.

**Springfield, Poultry Success,** monthly av.. 1907, **33,250**. 2d largest publ shed. Pays advertisers.

**Youngstown, Vindicator.** D'y av., '07, **14,768**; Sy., **10,617**; LaCoste & Maxwell, N. Y. & Chicago.

# OKLAHOMA

**Muskogee, Times-Democrat.** Average 1906, **5,514**; for 1907, **6,659**. E. Katz, Agent, N. Y.

**Oklahoma City, The Oklahoman.** 1907 aver., **20,152**; Sept., '08, **29,276**. E. Katz, Agent, N. Y.

# OREGON

**Portland, Journal,** has larger circulation in Portland and in Oregon than any other daily paper. Portland *Journal*, daily average 1907, **28,905**; for Sept., 1908, **30,107**. Vreeland-Benjamin, Representatives, New York and Chicago.

**Portland, The Oregonian,** (©). For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. July circulation, daily average, **34,562**; Sunday average **43,405**.

# PENNSYLVANIA

“The Bulletin every evening goes into nearly every Philadelphia home.”

NET AVERAGE FOR SEPTEMBER

225,140

COPIES A DAY

The “Bulletin’s” circulation figures are net. All sold copies returned, free and unused copies having been omitted.

WILLIAM L. McLEAN, Pub.

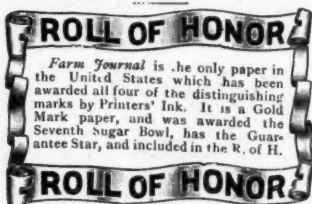
**Chester, Times**, ev'g d'y. Average 1907, 7,640 N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

**Erie, Times**, daily. Aver. for 1907, 18,511; Sept., 1908, 18,564. E. Katz, Special Agt., N. Y.

**Harrisburg, Telegraph**. Sworn av. Aug., 1908, 15,270. Largest paid circ. in Harris'bg or no pay.

**Philadelphia, Confectioners' Journal**, mo. Average 1908, 8,514; 1907, 8,514 (©©).

**Philadelphia, The Camera**, is the only best photographic monthly. It brings results. Average for 1907, 6,800.



*Farm Journal* is the only paper in the United States which has been awarded all four of the distinguishing marks by Printers' Ink. It is a Gold Mark paper, and was awarded the Seventh Sugar Bowl, has the Guarantee Star, and included in the R. of H.

**Philadelphia**. The *Press* is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1907, 102,993; the Sunday *Press*, 124,006.

**West Chester**. *Local News*, daily, W. H. Hodgson. Aver. for 1907, 15,687. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**York**. *Dispatch and Daily*. Average for 1907, 18,124.

#### RHODE ISLAND

**Pawtucket**, *Evening Times*. Average circulation, 1907, 17,903—sworn.

**Providence**, *Daily Journal*. 13,872 (©©). Sunday, 25,169 (©©). *Evening Bulletin*, 37,061 average 1907. *Bulletin* average for 1st 6 mos. 1908, 46,881 daily.

**Westerly**, *Daily Sun*. Aver. cir. for August, 4,923 (sworn). Largest in south of Providence.

#### SOUTH CAROLINA

**Charleston**, *Evening Post*. Actual daily average 6 mos., 1908, 4,685; June, 5,194.

**Columbia**, *State*. Actual average for 1907, daily (©©) 13,063 Sunday, (©©) 13,887. Semi-weekly, 9,997. Actual average for first six months of 1908, daily (©©) 13,314; Sunday (©©) 14,110.

**Spartanburg**, *Herald*. Actual daily average circulation for first six months of 1908, 3,389.

#### TENNESSEE

**Chattanooga**, *News*. Average for 1907, 14,463. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advertising in 6 days than morning paper 7 days. Greatest Want ad medium. Guarantees largest circulation or no pay.

**Knoxville**, *Journal and Tribune*. Week day av. year ending Dec. 31, 1907, 14,494. Week-day av. January and February, 1908, in excess of 18,000.

**Memphis**, *Commercial Appeal*, daily, Sunday, weekly, 1907, average: Daily, 42,066; Sunday, 61,773; weekly, 80,078. Smith & Budd, Representatives, New York and Chicago.

**Nashville**, *Banner*, daily. Average for year 1906, 31,455; for 1907, 36,206.

#### TEXAS

**El Paso**, *Herald*, Jan. av. 9,003. More than both other El Paso dailies. Verified by A. A. A.

#### VERMONT

**Barre**, *Times*, daily. F. E. Langley. Av. 1905, 3,827; 1906, 4,113; 1907, 4,535. Exam. by A. A. A.

**Burlington**, *Free Press*. Daily average for 1907, 8,615. Largest city and State circulation. Examined by Association of Amer. Advertisers.

**Montpelier**, *Argus*, dy., av. 1907, 3,126. Only Montpelier paper examined by the A. A. A.

**Rutland**, *Herald*. Average, 1907, 4,391. Only Rutland paper examined by A. A. A.

**St. Albans**, *Messenger*, daily. Average for 1907, 3,332. Examined by A. A. A.

#### VIRGINIA

**Danville**, *The Bee*. Av. 1907, 2,711; Sept., 1908, 3,020. Largest circulation. Only evening paper.

#### WASHINGTON

**Seattle**, *Post-Intelligencer* (©©). Av. for Feb., 1908, net—Sunday, 39,646; Daily, 32,082; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

**Tacoma**, *Ledger*. Average 1907, daily, 17,482. Sunday, 20,002.

**Tacoma**, *News*. Average 1907, 16,825; Saturday, 17,610.

#### WEST VIRGINIA

**Piedmont**, *Business Farmer*, monthly. Largest farm paper circulation in West Virginia.

#### WISCONSIN

##### Tobacco and Sugar Beets



Will bring to the Janesville, (Wis.) Gazette field a million and a half or more in cash within the next six months. Best yield in point of quality in years. 35,000 population Southern Wisconsin; the Gazette's clientele share in this money.

JANESVILLE GAZETTE, Janesville, Wis.

**Madison**, *State Journal*, daily. Actual average for 1907, 5,086.

**Milwaukee**, *Evening Wisconsin*, daily. Average 1907, 28,082 (©©). Carries largest amount of advertising of any paper in Milwaukee.

**Milwaukee**, *The Journal*, eve, ind. daily. Daily average for 13 months, 54,869; for Sept., 1908, 56,644; daily gain over Sept., 1907, 4,598. 50% of Milwaukee homes at 7 cents per line.

At 7 cents per line, flat, the *Journal* carries your announcements into 50% of all Milwaukee homes. It requires the combination of the other four publications (at about 21 cents per line) to reach the remaining 50%.

**Milwaukee**, *The Journal* leads all Milwaukee papers in volume of advertising carried, including dailies with Sunday issues added. The *Journal* is the great classified medium of the State. The *Journal* has made a gain in both circulation and advertising every week in 1908 over 1907.

**Oakshoak, Northwestern**, daily. Average for 1907, \$,680. Examined by A. A. A.  
**Racine, Journal**, daily. Average for the last six months, 1907, \$,276.



## The Wisconsin AGRICULTURIST

Racine, Wis., Established, 1877.  
 Actual weekly average for year ended Dec. 30, 1907, \$6,317.  
 Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

### WYOMING

**Cheyenne, Tribune**. Actual net average six months, 1908, daily, \$,877; semi-weekly, \$,420.

### BRITISH COLUMBIA

**Vancouver, Province**, daily. Av. for 1907, 13,846; Sept., 1907, 14,720; Sept., 1908, 16,408. H. DeClerque, U. S. Repr., Chicago and New York.

### MANITOBA, CAN.

**Winnipeg, Free Press**, daily and weekly. Average for 1907, daily, \$6,882; daily Sept., 1908, \$8,997; weekly aver. for month of Sept., \$6,770.

**Winnipeg, Der Nordwesten**. Canada's German newspaper. Av. 1907, 16,646. Rates 56c. in.

**Winnipeg, Telegram**. Average daily, Aug., 1908, 26,008. Weekly aver., 28,000. Flat rate.

### QUEBEC, CAN.

**Montreal, La Presse**. Actual average, 1907, daily 103,828, weekly 80,197.

**Montreal, The Daily Star and The Family Herald and Weekly Star** have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the *Daily Star* for 1907, 82,837 copies daily; the *Weekly Star*, 129,338 copies each issue.



# The Want-Ad Mediums

A Large Volume of Want Business Is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

### COLORADO

**WANT** advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

**THE Denver Post** prints more paid Want Advertisements than all the newspapers in Colorado combined.

### DISTRICT OF COLUMBIA

**THE Evening and Sunday Star**, Washington. D. C. (©), carries double the number of Want Ads of any other paper. Rate 1c. a word.

### ILLINOIS

**THE Chicago Examiner** with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

**THE Daily News** is Chicago's Want Ad Directory.

**THE Tribune** publishes more Classified Advertising than any other Chicago newspaper.

### INDIANA

**THE Indianapolis News**, the best medium in the Middle West for Mail-order Classified Advertising carries more of it than all the other Indianapolis papers combined, its total in 1907 being 289,807 ads (an average of 919 a day)—23,331 more than all the other local papers had. The *News'* classified rate is one cent a word, and its daily paid circulation over 15,000.

## THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the first six months of 1908 **THE Star** carried 223.30 columns more paid **WANT** advertising than was claimed by its nearest competitor.

Rate, Six Cents Per Line.

### MAINE

**THE Evening Express** carries more Want Ads than all other Portland dailies combined.

### MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

### MASSACHUSETTS

**THE Boston Evening Transcript** is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



**THE Boston Globe**, daily and Sunday, for the year 1907, printed a total of 446,736 paid Want Ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



## MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more Classified Advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Sept. 187,572 lines. Individual advertisements, 27,821. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanes order the rate is 1 cent a word. No ad taken less than 20 cents.



**CIRCULATION** THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening by Am. News-issues. Rate, 10 cents per line. paper Delivery Daily or Sunday.



THE St. Paul *Dispatch*, St. Paul, Minn., covers its held. Average for 1907, 68,671.

## MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1907, 11,087 daily; 15,000 Sunday.

## NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

## NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* with over 98,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

**PRINTERS' INK**, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

## OHIO

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the *Cincinnati Enquirer*. A word to the wise is sufficient. You want results.

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

THE *Oklahoman*, Okla. City, 28,276. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

THE *Daily Telegraph*, St. John, N. B., is the Want Ad Medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Wants ads one cent a word. Minimum charge 25 cents.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

THE Montreal *Daily Star* carries more Want Advertisements than all other Montreal dailies combined. The *Family Herald* and *Weekly Star* carries more Want Advertisements than any other weekly paper in Canada.

## (Gold Mark Papers)

Out of a grand total of 22,502 publications listed in the 1908 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (Gold Mark).

## ALABAMA

The Mobile *Register* (Gold Mark). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to the *Evening and Sunday Star*. Average, 1907, 35,486 (Gold Mark).

## GEORGIA

Atlanta *Constitution* (Gold Mark). Now, as always, the Quality Medium of Georgia.

Savannah *Morning News*, Savannah, Ga. The *Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

## ILLINOIS

*Bakers' Helper* (Gold Mark), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (Gold Mark). Actual average circulation for 1905, 15,886.

*Tribune* (Gold Mark). Only paper in Chicago receiving this mark, because *Tribune* ads bring satisfactory results.

**KENTUCKY**

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

**MAINE**

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (☉☉); 7.44% increase daily over last year.

**MASSACHUSETTS**

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Commercial Bulletin* (☉☉). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1859. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Springfield (Mass.) *Republican* (☉☉). Ranks with the country's half-dozen leaders.

Worcester *L'Opinion Publique* (☉☉), is the only Gold Mark French daily in the U. S.

**MINNESOTA**

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

**NORTHWESTERN MILLER**

(☉☉) Minneapolis, Minn., \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

**NEW YORK**

*Army and Navy Journal*, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

*Century Magazine* (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (☉☉), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

*Electrical World* (☉☉). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,294. MCGRAW PUBLISHING CO.

*Engineering News* (☉☉). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

*The Engineering Record* (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

*The Evening Post* (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

*Scientific American* (☉☉) has the largest circulation of any technical paper in the world.

New York *Times* (☉☉). One of three morning papers with a daily N. Y. C. sale of over 100,000.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

*Vogue* (☉☉) carried more advertising in 1906, 1907, than any other magazine of gen. cir.

**OHIO**

Cincinnati *Enquirer* (☉☉). In 1907 the local advertising was 33½% more than in 1906. The local advertisers know where to spend their money. The only Gold Mark paper in Cincinnati.

**OREGON**

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

**PENNSYLVANIA**

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1907, 102,983; *The Sunday Press*, 124,006.

## THE PITTSBURG (☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

**RHODE ISLAND**

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

**SOUTH CAROLINA**

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

**VIRGINIA**

The *Norfolk Landmark* (☉☉) is the home paper of Norfolk, Va. That speaks volumes.

**WASHINGTON**

The *Post Intelligencer* (☉☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

**WISCONSIN**

The Milwaukee *Evening Wisconsin* (☉☉), the only gold mark daily in Wisconsin.

**CANADA**

The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (☉☉), had 23,000 circulation a few years ago; it now has 51,400.



# WHO ORIGINATED THE SIX DOLLAR DERBY HAT?

JOHN WANAMAKER,  
Broadway, 4th Ave., 8th, 9th, 10th Sts.  
NEW YORK, Oct. 8, 1908.

## Editor of PRINTERS' INK:

Your issue of October 7th contains a very interesting article about "Selling De Luxe Hats," written by Mr. Frank Leroy Blanchard. The entire credit for the production of the better-than-\$5 Derby is given to the Crofut & Knapp Co.

The Stetson "Clear Nutria" Derby at \$6 was first advertised by this store on December 11, 1903, and the first advertising of the Knapp-Felt, De Luxe, as stated in the article, was done on August 13, 1904. As stated in the advertising done by us on September 13, 1904 (clipping of which is enclosed), "other manufacturers found that the old standard Derbies would not suit the best trade, and they hurried to improvise other hats." It was stated in the same advertisement that "the \$6 Derby originated from Wanamaker suggestion."

As a matter of fact it was the Wanamaker management—and the discussion took place in my office—which thought out and suggested to the Stetson Company the production of a better Derby than had ever been made. It seems a shame, at this late date, that the credit for originating either the idea or the hat should go to another concern whose hat was not exploited until eight months after the Wanamaker advertising had been copied in trade journals all over the United States.

I thought you would be interested in seeing this advertising, and in the facts, because PRINTERS' INK has always been the most reliable authority on advertising, and a publication that has always given all the facts obtainable in any discussion. All of the advertising I enclose is from proofs of advertisements which appeared in the New York Times on the dates written on the clippings.

Very truly yours,

W. R. HOTCHKIN,  
Advertising Manager.

# POWDER SALESMEN NOT BARRED AT CAMP PERRY.

THE NATIONAL GUARD MAGAZINE,  
COLUMBUS, O., Oct. 9, 1908.

## Editor of PRINTERS' INK:

In your issue of Sept. 23rd, in an editorial you state that "at this summer's meeting of the National Rifle Association, Camp Perry, Ohio, the representatives of companies making gun-powder were barred."

From the facts we give below, we believe you will be willing to state you were misinformed and that no such ruling was made, although such an action was proposed unofficially by the Laflin & Rand Powder Co. and the United States Cartridge Co., but the ruling was not applied and as a matter of fact, Captain K. K. V. Casey of Delaware was permitted to and did shoot in both the famous Wimbledon and Leech Cup matches, winning both of them.

In this connection, for the benefit of

your readers who are advertisers of commodities used in rifle shooting, I would appreciate it if you would say that the authorities at Camp Perry provided tentage for the display of advertised wares as well as tentage for sleeping quarters for representatives of such companies, free of charge. The display was quite remarkable, well located in the center of the camp, and was known as "Commercial Row." The feature was first encouraged at Camp Perry last year and it was so successful last year and this year, that it will be a permanent feature of the National matches as long as they come to Camp Perry.

Thanking you for the space in your valuable publication, we beg to remain,

Yours sincerely,

THE NATIONAL GUARD MAGAZINE,  
EDWARD T. MILLER,  
Editor and Publisher.

# A GREETING FROM LONDON.

101 FLEET ST.,  
LONDON, Oct. 2, '08.

## Editor of PRINTERS' INK:

It is with the greatest of pleasure that we greet you on the occasion of the inauguration of the penny post between this country and yours.

The feeling over here is that not only will this great boon lead to increased trading facilities but that it will tend to increase the brotherly feeling which exists between the two countries.

You will probably receive other letters by this new postal rate, but we want you to feel that at least one letter reaches you purely to mark this important international development.

With compliments.

Yours faithfully,

HERBERT C. RIDEOUT,  
Editor of Advertising.

# A LITTLE LATE BUT STILL WELCOME

THE COMMERCIAL UNION.

CHICAGO, ILL., Oct. 9, 1908.

## Editor of PRINTERS' INK:

This letter is a little bit late, but I wish to congratulate you upon the excellent appearance and general make up of the "Business Revival Number" of PRINTERS' INK of some week ago.

I think this an excellent move on your part, and it certainly has aroused considerable interest.

The prospects that newspapers and other publications will advertise in trade journals this coming fall are very bright, and this will have a tendency to boom business all around.

Wishing you the best of success, I am

Very truly yours,

A. J. MOLONEY,  
Editor.

In the case of the State versus the J. P. Bass Publishing Company, of Bangor, Chief Justice Emery of the Maine Supreme Court has handed down a rescript which affirms the constitutionality of the Maine statute prohibiting the advertising of intoxicating liquors in Maine publications. This case has been in the courts for six or seven years and has attracted much attention.



# COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.  
Readers of *Printers' Ink* Will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

A clerk once gave as an excuse, when his books proved wrong, that he was "nearly right." Many advertising illustrations come un-

L. W. Day & Co. are dealers in clothing. The bleak and snowy landscape in their newspaper advertisement is fogged by a species

**GARDEN CRAFTS LIMITED**  
A VILLAGE INDUSTRY  
DEVOTED TO THE MAKING OF  
QUAINT AND COMFORTABLE  
GARDEN SEATS . . . ALSO  
CONSERVATORIES  
TRELLIAGE  
HOT-HOUSES  
ENTRANCE GATES . . . AND  
EVERY CLASS  
OF GARDEN  
STRUCTURE &  
FURNITURE  
SEND FOR ILLUSTRATED  
CATALOGUE . . .  
JAMES STAVELEY WESTMORLAND

NO. 1

der the same general head; while good, they are not as good as they should or could be, and this seems almost inexcusable when we stop to consider the high cost of space in present day periodicals.

This Garden-Crafts design is not bad. In fact, it has many points of commendation, but it is "not as good as it could and should be." The space occupied by the superfluous border in design marked number one might well be utilized, as suggested in design number two, and certainly a better balance has been achieved and the composition improved. The lettering should be in legible type or, if drawn at all, drawn with an eye to legibility.

**GARDEN CRAFTS LIMITED**  
NO. 2

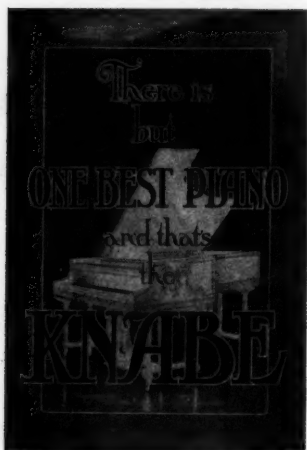
of publicity verse that should make a poet laureate turn over in his grave. We are not prepared to say that the average clothing

*Cold weather is on the way  
So they say. We advise  
you to call without delay  
TO LINDAY'S  
HARDY LANE CO. MASS.*  
NEW FASHION, VERY LATEST STYLES  
SUITS and OVERCOATS, \$35 to \$50.  
REMARKS: see day ahead from the folds.  
CLOTHING DEPARTMENT  
PART PAYMENTS accepted on your business with  
us. Regularly save 10% off the regular price.  
Call or write at 1212 Broadway, N.Y.

illustration of a good-looking man in a good-looking suit is not hackneyed, but if it comes to a toss-up

between this and mid-winter landscape used in October, we prefer the same old neat suit on the same old "new style" man.

Every one is familiar with the faithful and true New England housewife, who, after making something pretty, stows it away



under cover, for fear time or dust or atmosphere will hurt it; the result being that no one ever half appreciates it.

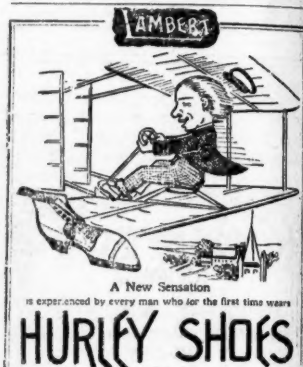
When we see an advertiser pay good money for a well-drawn illustration and then deliberately "put it under cover," it is reasonable to assume that the front parlor influence of his early life on the farm has something to answer for.

In the Knabe advertisement, what would seem to be a very artistic picture of a piano with appropriate border has been designed. In the anxiety to say something at the last moment, and their being no space left, the copy was superscribed across the illustration with the inevitable result. The piano is marred and the lettering is not particularly readable.

If you wish to feel like an escaped inmate of an asylum for the feeble-minded sailing through space a mile from the ground in a

dismantled hen coop, all you need to do is to wear Hurley shoes.

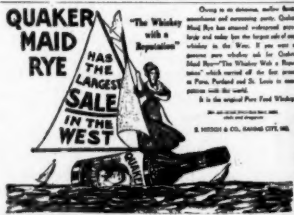
The copy in this advertisement doesn't say so but the illustration



proves it. If a picture of this kind appeared in the *Alfalfa Gazette* it would seem like a joke, but is it really funny when it appears in New York daily papers where space is costly?

In this newspaper advertisement exploiting the superior merits of Quaker Maid Rye we observe a demure little Quaker lass going fearlessly out to sea insecurely but proudly mounted on a bottle of whiskey.

One instinctively watches this picture and expects to see the young woman fall off, and it seems as if she would appear to better



and safer advantage on the water wagon.

This illustration is hard to classify. It doesn't mean anything, it isn't attractive, it gives no idea of the quality of the goods, it attempts a flat and tasteless pun on the word "sale"—it does nothing except to catch the eye.

# Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than 60 cents.

## ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is the only one which cleanses the stencil immediately after the imprint is made—the vital point in stencil addressing. Used by **PRINTERS' INK, BUTTERICK PUBLISHING CO., McCLURE'S MAGAZINE, CURRIER PUB. CO.** and a majority of the large publishers throughout the country. ADDRESSING DONE AT LOW RATES. MACHINES FOR SALE.

Wallace & Company, 29 Murray St., New York

## ADVERTISING AGENCIES

**D. A. O'GORMAN AGENCY**, 1 Madison Ave., N. Y. Medical Journal Advg. exclusively.

**ALBERT FRANK & CO.**, 25 Broad St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

**MANUFACTURERS' Advertising Bureau**, 237 Broadway (opp. P. O.), New York. Ads in the Trade Journals our specialty. Benj. R. Western, Proprietor. Established 1877. Booklet.

**Nelson A. Chesnutt & Co.**, Stock Exchange Place, Philadelphia, Pa. Advertising prepared and placed everywhere.

**KLINE ADV. AGENCY, ELLICOTT SQ., BUFFALO, N. Y.** Mail-order campaigns.

**THE BOLTON ADVERTISING BUREAU**, 66 John R. Street, Detroit, Mich., makes a specialty of Manufacturer's needs. Furnishes photo copies, engraved cuts and written copy, that sells the goods. Send catalogues and get estimates.

## ADVERTISING MEDIA

**THE last issue of the American Newspaper Directory** shows the *Troy (Ohio) Record* had an average circulation of 1,179 copies for 1907.

**THE Ladies' Home Journal**, is the greatest advertising medium in the world.

## COIN CARDS

**\$3 PER 1,000.** Less for more; any printing, **THE COIN WRAPPER CO.**, Detroit, Mich.

## COIN MAILER

**\$2.00 per 1,000.** For 6 coins \$3. Any printing, **PYTHIAN PRINT'G CO.**, Ft. Madison, Ia.

## FOR SALE

**FOR SALE** or Exchange for Real Estate—a First-class Newspaper and Job Plant. Best town in Tennessee. A fine opening. Particulars on application. **J. F. CORMANY**, Harriman, Tenn.

## HALF-TONES

**YOUR** catalog should be a salesman. I properly dressed it will be; we make "Cuts That Sell Your Product." Dress up your catalog as you would your salesman. Send us the photo and ask for price of cuts. **ORMSBEE ENG. CO.**, Syracuse, N. Y.

**HALF-TONES** for the newspaper or catalogue. Line Cuts. Designs. Electrotypes. **THE STANDARD ENGRAVING CO.**, 560 7th Avenue, Times Square.

**NEWSPAPER HALF-TONES.** 2x3, 75c; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

## INDEX CARDS

**INDEX CARDS** for all Cabinets. Get our prices and samples. **THE BLAIR PRINTING CO.**, 912 Elm Street, Cincinnati, Ohio.

Keep

Tab

How long does the ordinary two-piece tip on your guide cards last? Doesn't it always give out at the top? These one-piece

## Celluloid Tipped Guide Cards

protect the top of the tab where the wear comes and more than double the usefulness of the card. Never crack or curl—in all colors, printed or plain.

Ask your dealer for the one-piece tip or write direct for samples to

**STANDARD INDEX CARD CO., 701-709 Arch St., Philadelphia, Pa.**

## LETTER HEADS

**500** Each Letter Heads, Envelopes, Business Cards, Bill Heads, Statements, and Memo Blanks, fine quality bond paper \$8.85; 1000 each \$12.90. 600 each, good quality, \$7.90; 1000 each \$11.65. Artistically printed in any one color. Beautiful panoramic Photo-Gelatine art nature print, handsomely mounted, free with every cash order. **BARTON & SPOONER CO.**, Cornwall-on-Hudson, N. Y.

## MAGAZINES

"DOLLARS AND SENSE" FREE.—Col. Hunter's Great Book free with ADVERTISERS' MAGAZINE one year at 50 cents. Indispensable to business men who advertise. Best "Ad-School" in existence. Sample magazine free. ADVERTISERS' MAGAZINE, 737 Commerce Building, Kansas City, Mo.

## NEW PUBLICATIONS

**Mail Order Firms** Greatest Book Published, "The Disinherited," handsomely bound. Sells at \$1.00 prepaid. Circulars and electrotypes furnished with your imprint on. Big profits. Write for terms to CENTRAL BOOK CO., Observer Building, Rockville Centre, N. Y. Read "Press" Notices.

## PAPER

**BASSETT & SUTPHIN**, 54-60 Lafayette Street, New York City. Coated papers a specialty. Diamond B Perfect White. Write for high-grade catalogues.

## PATENTS

## PATENTS LET PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington, D. C. Established 1869.

## PRESS CLIPPINGS

**ROMEIKE'S PRESS CLIPPING BUREAU**, 110 112 West 26th Street, New York City. Sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

## PUBLISHING BUSINESS OPPORTUNITIES

## Harris Bulletin

Of Publishing Opportunities just issued. Send for copy. We think the present a good time to buy.

**HARRIS-DIBBLE COMPANY**  
Successors to Emerson P. Harris  
Brokers in Publishing Property  
253 Broadway, New York

## PREMIUMS

**THOUSANDS** of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 600-page list price illustrated catalogue. (60) Greatest book of its kind. Published annually, 37th issue now ready; free. **S. F. MYERS CO.**, 47w.-49 Maiden Lane, N.Y.

**HAND** turned wood novelties for adv'g and premiums, also Cornwall hand painted ware. **Barton & Spooner Co.**, Cornwall-on-Hudson, N.Y.

## PRINTING

**YOU** share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS**, drawer 98, Cuba, N. Y.

**PHOTO-GELATINE** printing for the art and advertising trades, effective and lasting. **Barton & Spooner Co.**, Cornwall-on-Hudson, N.Y.

## SUPPLIES

**BERNARD'S Cold Water Paste** is being used on all advertising wagons traveling throughout the U. S. advertising Kendall's Spavin Cure. 50-pound box costs \$3.00, makes two barrels paste. **BERNARD'S PASTE DEPT.**, 11 Dearborn Street, Chicago.

## WANTS

**AGENTS** wanted to sell ad novelties; 25¢ com. 3 samples, 10c. **J. C. KENYON**, Owego, N.Y.

**ADVERTISING MANAGER AND SOLICITOR**, completing four years with national magazine, will consider new proposition for coming year. Energetic progressive business builder. "PRODUCER," care Printers' Ink.

**ADVERTISING Manager** past 4 years leading a daily newspaper, city 50,000, desires change. American 34, married, 12 years ad-writer, solicitor. Result producer; good appearance. Address A-1 references, "ENERGETIC," care Printers' Ink.

**EDITOR** (author)—High class, versatile, wants engagement, moderate salary. Good country paper will do. Address "R," Printers' Ink.

**EDUCATED**, capable stenographer, desires position at a living wage. Neither a "Fluffy Ruffies," "Merry Widow" nor exponent of any chewing gum. Interior furnishing of brains mixed with common sense, plus a New England conscience. Address "X," Printers' Ink.

**I HAVE** nine years' experience in the publishing and advertising field. Two years a solicitor. Am 24 years old, bright and can furnish good references. "B. B.," care Printers' Ink.

**MANAGER** Classified Advertising who knows how to build up and hold classified business, desires connection with good, live paper that is not carrying the volume of classified it should. Address, "C. C. C.," Printers' Ink.

**N-M-C-R NO MORE CUT ROLLERS INK-DIVIDING BANDS** Save many times their cost. Sales agent wanted, U. S. and Canada; big pay; particulars mailed. **N-M-C-R COMPANY**, Sole Mfrs., 370-372 Smith St. (Phone 926 Hamilton), Brooklyn, N. Y.

**POSITIONS NOW OPEN**—Advg. solicitor, N. Y., \$25-35; advg. mgr., Ill., \$25-30; advg. mgr., O., \$20-25; bus. mgr., N. Y., \$30; Rep. ed'l writer, Ind.; market reporter, N. Y.; city ed., N. Y.; tel. ed., Ct.; non-union bindery foreman, Ct., \$20-22; also reporters and linotype operators. Booklet free. **FERNALD'S NEWS-PAPER MEN'S EXCHANGE**, Springfield, Mass.

**PUBLISHING**, Mercantile, Manufacturing. We serve 25,000 employers. Many opportunities for men with advertising experience or ability. Write fully as to experience and location desired. **HAPGOODS**, 305 Broadway, New York, or 1010 Hartford Building, Chicago.

**SHOE FACTORY** wants man to solicit mail orders. **WRIGHT**, Berlin, Wis.

**THE** circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

**TRADE PAPER EDITORS**—Experienced writer for the trade press furnishes weekly or monthly New York letter based on personal interview with your trade. Reliable market reports. Reasonable remuneration. **QUICK SERVICE**, Room 519, 108 Fulton St., New York.

**TRADE PAPER REPRESENTATIVE** of strong record wishes to cover Western advertising field for live publication. Conscientious service. Reasonable remuneration. Part commission. Address "F. M.," care Printers' Ink.

**TRANSLATIONS**—Technical and commercial translations from and into Spanish, French and German. Translating of foreign exchanges for trade papers a specialty. Reasonable rates. **QUICK SERVICE**, Room 519, 108 Fulton St., New York.

**WANTED**—Advertising Solicitors in all large cities to devote a part of their time in securing business on a commission basis for a well known class journal. Good proposition. Address "A. K.," care Printers' Ink.

**WANTED** position as Advertising Manager. Have had years of experience in building booklets, catalogs, folders, etc., also have a practical knowledge of printing values and all details in connection therewith. I hold similar position at the present time, but for good reasons desire a change. Address "A. R. M.," No. 1457 Wilson Avenue, Chicago, Ill.

## Advertising Man Wanted

By a company just reorganizing, one who is thoroughly experienced in general advertising agency business, and can write original copy, plan and carry out campaigns and invest in capital stock of company. This field is recognized as one of the best now open. Give experience, terms, etc. Address "B. F. N.," Printers' Ink.

**WANTED**—A young man who has had experience enough to fit in to act as assistant to the advertising manager on a newspaper in a town of about sixty thousand people. Address "71," care Printers' Ink.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply. **GEORGE H. POWELL**, Advertising and Business Expert, 768 Metropolitan Annex, N. Y.

**YOUNG MAN**, University graduate, with A. I. personality and unlimited advertising ability, desires position as advertising manager or copy writer. Best of references. Can produce results. Address, "N. N.," care Printers' Ink.

**YOUNG MEN AND WOMEN** of ability who seek positions as advertisers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

### 100,000 Addresses

W. Va. voters, from poll lists. Type-written—many occupation stated. If order placed NOW, price F. O. B. Huntington, 50c. thousand, 15,000 or less, 45c., larger orders. Will ship C. O. D., priv. of exam. to rated concerns. **Q. E. ADAMS**, Huntington, W. Va.

## "LETTERINE"

We want every dealer or clerk who makes window cards or price tickets to try "Letterine." **SPECIAL OFFER**.—Send us six cents in stamps and we will send you a large sample bottle free. "Letterine" dries jet black and beautiful gloss. Made also in colors. **THADDEUS DAVIDS CO.**, 95-97 Vandam St., New York. Established 1822.

## BEST ADVERTISING MAGAZINE IN THE WORLD.

There comes to my desk every week a little publication that is a veritable dynamo sending out advertising light. The business man who neglects to send out a wire in order to connect with this business fluid, is letting Opportunity play hide and seek with him. **PRINTERS' INK** is the periodical to which I refer. Because it is fitted to associate with business men who claim to be Quality Folks, I believe it is entitled to any boost I can give it in *Business Philosopher* columns. Here is a weekly that fearlessly says what its editors think. Advertising and newspaper shams are laid bare to the gaze of those who care to look. When an advertising campaign is planned, **PRINTERS' INK** tells about it. If it succeeds, the story of the success is related, and if it fails the reasons for failure are pointed out. Every week it contains articles of exceptional merit—articles that deal with salesmanship of the printed kind.

**PRINTERS' INK** is not the biggest advertising magazine in the world, but there be wise folks who do not hesitate in saying it is the best. Of course this is a matter of opinion. Everyone is safe in saying, however, that this country cannot afford to permit the little messenger to cease making its weekly visits. John Irving Romer is its new editor, and James Collins, whose business stories in the *Saturday Evening Post* attract so much attention, is a staff correspondent.—*Business Philosopher*.

The November *Century* marks the beginning of the seventy-seventh volume, and the thirty-ninth year of this magazine. It appears in a new dress of type—10-point Caslon—and presents a youthful and smart aspect.

The Minnesota Federation of Commercial clubs has inaugurated a campaign for the purpose of securing from the legislature an appropriation of \$100,000 a year for advertising the advantages of the state as a place of residence.

## Ready-Made Advertisements

Readers of *Printers' Ink* are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department

LEWIS & REILLY

"Always Busy"

Wholesale and Retail Footwear  
114 and 116 Wyoming Avenue  
SCRANTON, PA.

Editor **READY-MADE ADS.**

Dear Sir: Will you kindly pass your valued criticism on the enclosed ad?

Thanking you in advance for this favor, I am,

Very respectfully yours,  
(Signed) JOSEPH P. REILLY.

The ad referred to occupied a space about ten inches in depth by three columns in width. In addition to the text, here reprinted, it contained three cuts, running down the left-hand side, the first being an American flag, the second a halftone of the manager of the Scranton baseball team, and the third a cut of a shoe, with an undecipherable trade mark, all presumably "pennant winners."

If this ad had been intended to impress a "Pennant" brand of shoes on the minds of prospective customers there might have been some excuse for giving practically a third of its space to the cuts, but that doesn't seem to have been the case. So it would seem that, in order to ring in the picture of the really good-looking manager of the local ball team, "Pennant Winners," had to be the title and subject of the entire ad, including the white stock of miscellaneous grades and makes of shoes under that head, judging from the manner in which the price list is made up.

Aside from pleasing the baseball man and his immediate friends, I think this ad a poor one. Everybody assumes that a shoe store of any consequence will have the kinds of shoes enumerated, at the range of prices quoted, so that was really unnecessary, though maybe worthy of mention in less space. Nobody is going to take the "Pennant Winners,"

idea seriously when it is spread like a blanket over the whole stock, so that was—well, foolish.

The thing to do, in my humble opinion, if the "pennant" stunt had to be pulled off, was to pick two or three really excellent values in men's, women's and children's shoes of medium price and hitch the pennant winner idea to something, tangible, describing the goods, of course, in each case.

Another seeming, though not serious weakness, in this ad is that while it says "all from our factories to your feet," the only shoe cut it contains bears the name of another concern.

"Always Busy" "Always Busy"  
PENNANT WINNERS  
FALL SHOES THAT ARE  
PENNANT WINNERS

Any member of the family who is ready to buy their Fall and Winter Shoes will find it well worth their while to come to the "Always Busy" Stores and examine the handsome new and worthy models we are now showing for Fall and Winter wear. Here are shapes and leathers to meet the requirements of men and women of all tastes and for use on all occasions. The fine dress shoes are here—the usual business styles are here and there are in addition many special styles all direct from our factories to your feet.

Men's Fall Shoes.....	\$1.00 to \$7.50
Women's Fall Shoes.....	1.00 to 5.00
Boys' Fall Shoes.....	1.00 to 3.50
Misses' Fall Shoes.....	.70 to 2.25
Youths' Fall Shoes.....	1.00 to 3.00
Children's Fall Shoes....	.25 to 1.25

There are no better shoes manufactured than the sort we sell—it is the best or none at the "Always Busy."

Come see how well we can fill your every footwear need.

LEWIS & REILLY

114-116 Wyoming Avenue

Wholesale and Retail

Open Saturday Evening  
Doing Since 1888 Has Taught Us How

Wednesday morning sales each week, the idea being that the store wants to do a full day's business every Wednesday before 12 o'clock. Properly managed, this idea ought to make two Saturdays in every week. (N. H. Skinner Co., Taunton, Mass.)



A shot at father that will also hit the boy. From *The Williamsport (Pa.) Sun*.

Just to show the ease of printing prices, even for the lumber line if one really wants to. From *The Janesville (Wis.) Daily Gazette*.

## A Watch Free

We have just received one hundred pairs of Boys' Gun Metal Blucher Shoes, regularly sold for \$3, on which we will have a one week's special sale at

### \$2.48 the pair

And with each pair of shoes we will give absolutely free a nice watch worth \$2.50.

Now remember, there are no strings attached to this offer. All you have to do is buy a pair of these boys' shoes, size 1 to 5½, and get one of those watches absolutely and positively FREE. Don't delay. Only a hundred pair of them, and first come first served.

Get one of your boys a pair of those shoes and delight his heart with a watch at Levine's expense. Look in our west window and see the shoes and watches on display. Thousands of other bargains throughout the store.

**LEVINE'S SHOE STORE.**  
West Market Square,  
Williamsport, Pa.

P. S.—Our fall Shoes are arriving daily.

Sounding the "step lively" note. From *The Washington (D. C.) Times*.

## Suits that Sold as High as \$30 \$8.90

We've bunched all the balance of the two and three-piece suits that sold as high as \$30 on separate tables to go at \$8.90. All sizes in the lot, but only one or two suits of a kind. You'll be the gainer if you get one to suit you. The first comers will be the lucky buyers. Get in early in the morning.

"Money's Worth or Money Back."

**D. J. KAUFMAN,**  
1005-7 Pa. Ave.,  
Washington, D. C.

## Lumber

At prices so low you will want to stock up for future use.

\$1.00 bargains—cash prices.

Screen doors, excellent quality .....\$1.00  
8 Good sound split cedar posts .....\$1.00  
10 Porch brackets, two beautiful designs ....\$1.00  
2 4x4 4-ft Porch newels, clear fir.....\$1.00  
Storm doors, here is a snap, each.....\$1.00  
75 8-inch Porch spindles, our price.....\$1.00  
2 Gals. good roofing paint .....\$1.00  
4 Table legs .....\$1.00  
20 Base blocks, nice patterns .....\$1.00  
50 Corner blocks.....\$1.00  
10-ft. of Oak stair rail, excellent patterns, less than wholesale.....\$1.00  
20 ft. of 2¼x3½ in. porch rail, dirt cheap.....\$1.00  
1 doz. 1¼x26 in. white pine balusters.....\$1.00  
1 doz. 22-in. same size.....\$1.00  
25 ft. of Eave spout.....\$1.00  
4½ in. Yellow pine casing, different patterns, 30 ft. for.....\$1.00  
25 ft. 8 in. Yellow pine base or mop boards.....\$1.00  
Cistern top .....\$1.00  
100 Lineal ft. barn battens .....\$1.00

**BRITTINGHAM & HIXON,**  
Janesville, Wis.

Quick Deliverers

'Phone or mail orders filled promptly. Both 'phones 117.

## FOR A FURNITURE SALE.

"It takes time to gather momentum. You remember the story of the man who attacked the steam engine, do you not? We admire his pluck, but his judgment was bad. There's a \$900,000 stock furniture sale under way here—it took a week to give it momentum. You can't start these things in a day. There are considerably over 100,000 pieces that have to be gotten into the sale. Now, there isn't any use in this attack and counter-attack. There isn't any use in hopeless inflation of value or exaggeration of quantity. There are no deviations or side issues that are going to throw us off the track. Like the steam engine, we've got a duty to perform. We've got a straight road to do it on and the semaphores give us the right of way." From a furniture ad. of Wanamaker's, Philadelphia,



# A Few Good Words

## *Christian's Natural Food Company*

7 East 41st St., New York, U. S. A.

August 12th, 1908.

BUSINESS MAN'S PUBLISHING CO., Ltd.

Detroit, Michigan

*Gentlemen* :—Our returns from THE BOOK-KEEPER (the Business Man's Magazine), have surprised us and proven thoroughly satisfactory. The proportionate cost per inquiry is less than that of some magazines which we have considered as being more favorable for our special proposition. We have good reasons, therefore, for our recent increase of space.

Sincerely yours, CHRISTIAN'S NATURAL FOOD CO.,

R. E. SAMMONS, Advertising Manager.

## *Dictaphone Company of America*

Dun Bldg., 290 Broadway, New York

August 14th, 1908

THE BUSINESS MAN'S PUBLISHING CO., Ltd.

Detroit, Michigan

*Gentlemen* :—It gives me much pleasure to advise you that our advertising in THE BOOK-KEEPER Magazine during the time that I occupied the position as head of the Commercial Department of the Columbia Phonograph Company, brought us uniformly satisfactory results.

Yours very truly, J. W. BINDER.

Sales Manager.

¶ Evidence such as this of the result-giving power of The BOOK-KEEPER is of vast importance to you at this time of year. It is now that fall business has started in earnest and the demand for advertised goods grows greater, and if your product is represented in The BOOK-KEEPER, your lot will be a goodly share of this business.

¶ First forms close 15th of month preceding date of issue. Come early with your copy.

## The Business Man's Pub. Co., Ltd.

62 West Fort Street

Detroit, Michigan

Office of  
P. V. COLLINS  
Pres't and Gen'l Mgr.

## P. V. Collins Publishing Co.

Minneapolis, Minn.

*The*  
NORTHWESTERN AGRICULTURIST

Only Weekly Farm Paper in the  
Hard Wheat Belt

### Bryan vs. Business

80,000

to

100,000

Circulation

Every

Week

The

Honesty

of every

Advertisement

Guaranteed

No

Medical

nor

other

Objectionable

Advertising

Admitted

What is the use of waiting about your copy?

If Bryan is elected everything will go to the bow-wows anyhow and *we will not charge you a cent* for any advertising you do between now and election day.

If Taft is elected times will be so good you won't care what anything costs.

"So, there you are Hinnissy."

Send copy at once and you can catch our October 31 issues—yes we will include our big magazine issue of November 7, the forms for which close October 31

**100,000 circulation  
guaranteed**

The next two issues of the Northwestern Agriculturist *free* if Bryan is elected.

The Northwestern Agriculturist is not in politics—it is "knee deep in clover" and is so full of enthusiasm over agricultural conditions in the Northwest that it can't see the Bryan bugaboo.

If you are "seein' things at night"—wake up.

Send your ad. The risk is ours—the profit yours.

**Rates: 35 cents a line; full page, \$250.00**

**Circulation, 80,000 every issue**

**100,000 Nov. 7**

## The N. W. Agriculturist

P. V. COLLINS, *Manager*

Minneapolis, Minnesota

CHELTENHAM  
Advertising Ser-  
vice is a very *real*  
service.

We like to talk  
about it—to show  
what we have actu-  
ally delivered.

May we call on  
**YOU?**

The Cheltenham Advertising Service  
150 Fifth Avenue  
Southwest Corner Twentieth Street  
New York